



LA Fashion District Business Improvement District

2011 Activity Reports

First Quarter

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2011 OPERATING BUDGET SUMMARY

The first quarter improvement and activity financial results are outlined in *Attachment 1*. The total improvement plan budget for the 2011 Fashion District BID is \$4.225.

FINANCE

2010 Annual Audit & Financial Statement Review

Stanislowski & Harrison Auditors conducted the annual audit and reported that the financial statements presented fairly in all material respects of the financial position of the Downtown Los Angeles Property Owners Association as of December 31, 2010 and 2009, and the changes in its net assets and its cash flows for the years then ended are in conformity with generally accepted accounting principles in the United States.

The Board of Directors unanimously approved the 2010 Audit and Financial Statements at their meeting on March 17, 2011. A copy of the audit was forwarded to the Office of the City Clerk.

A summary financial statement will be communicated to property owners in the 2010 Annual Report and at the Annual Property Owner meeting on May 19, 2011.

Proposed 2011 Second Quarter Finance Activities

- Prepare 2012 assessment recommendations for Board approval in May.
- Prepare assessment data for County tax rolls.

PUBLIC SPACE MANAGEMENT ACTIVITIES

2011 Annual Budget	\$2,715,829	64% of the budget
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This portion of the budget is allocated to all Clean & Safe Program Services.

PUBLIC SPACE SAFETY PROGRAMS

First Quarter Contact Summary

Illegal Vending saw the highest activity during the 2011 First Quarter with 1216 events recorded. Overall activity in this category decreased compared with records from 2010 First Quarter. **Disorderly Conduct** and **Disturbance** totals also increased significantly over last year's records as did **Robbery/Vandalism** incidents.

As a proactive precaution against criminal activity, the BID continues conducting **Location Checks for Crime Prevention** with 16,305 individual location checks recorded during the First Quarter of 2011.

Quarterly Meeting with Captain Chamberlain

In March 2011, LA Fashion District's Operations Director Randall Tampa met with Captain Todd Chamberlain at the LAPD Central Division to discuss various public safety and security items. Although violent crime is down in the area, property crimes (thefts and automobile break-ins) are up in Central. Furthermore, Newton SLO Steve Carrillo reported that the area East of San Pedro between 10th and 14th streets saw an increase in vehicle break-ins. As a result, these areas are receiving more attention by LAPD and BID safety officers.

Fashion District Safe Team at the Frontline in Removing Film Trespassers

Over the weekend of February 26-27, several individuals claiming they were UCLA School of Theatre, Film, and Television students trespassed onto the City Market of Los Angeles property and proceeded to film their video despite the fact that they were explicitly forbidden to film unless they produced proof of liability insurance. Ignoring City Market LA security, the students used graffiti and other materials to create an "alternate view" of the property. Moreover, UCLA had no record of these students.

BID Safety Officer Nancy Alonzo and team responded quickly to the scene and succeeded in removing the film crew, their vehicle, and equipment off of the property. The City Market of Los Angeles representatives appreciated the Fashion District Safe Team assistance.

Letter of Commendation from Investigative Consultants

The LA Fashion District BID Safe Team received a letter of commendation from Investigative Consultants for their diligence and professionalism to combat trademark counterfeiting and piracy. Investigative Consultant s recently worked a case with our Safe Team and recognized the outstanding dedication of several BID personnel. The letter stated that the company had worked with numerous state and federal agencies in the past 15 years and the LA Fashion District BID Safe Team "clearly serves as a model to other agencies as it relates to protecting intellectual property rights".

Safe Team Kept the Peace during NBA All-Star Weekend

During the highly anticipated NBA All-Star Weekend, after parties were in full throttle in the LA Fashion District. Rappers Nicki Menaj, Rick Ross, and P.Diddy hosted parties on separate nights at Exchange LA and comedian and actor Kevin Hart hosted an after party at LoftSEVEN.

Six BID officers were constantly on the scene to patrol the District after the NBA All-Star game and parties. There were no incidents or problems with unruly fans and our uniformed presence had the desired effect.

Safe Team Assists Victims in Traffic Accidents

On Sunday, March 20, 2011, a traffic accident occurred on the Northeast corner of 9th and Broadway Streets. Safe Team Officers immediately responded to the call. They helped direct traffic and helped facilitate the transport of the three subjects to the hospital who did not suffer any life threatening injuries.

Two traffic accidents occurred recently in which the LA Fashion District's Safe Team was the first to report and assist. On Sunday, March 27th, 2011, Safe Team Officers observed a traffic collision at the intersection of 16th Street and San Pedro Street. They made contact with LAPD Newton Division and assisted in traffic control.

On Monday, March 28th, 2011, the Safe Team were immediately on the scene of a traffic accident on Maple Ave. A driver accidentally accelerated and crashed into an open business. Fortunately, no one was injured.

Safe Team Removes Illegal Dumping

Recently, it was reported that illegal trash dumping occurred at a building site near San Pedro Street near Pico Street. The LA Fashion District Safe Team was called to the scene and they immediately identified the perpetrators and had them remove the trash that was dumped.

Safe Team Discovers Break-in at North Santee Alley

In the early morning of Friday, March 25, 2011, Safe Team Officers discovered roll up doors ajar at 1016 Santee Street in the North Santee Alley. The lights were off in the establishment, the locks on the doors were missing, and two ATM machines were reported missing. LAPD was called to the scene and is continuing their investigation on this incident.

New Bikes

The LA Fashion District Safe Team received a total of 15 new bikes. The new bikes replaced old ones that were in use since 2007.

Proposed 2011 Second Quarter Public Safety Activities

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district.

PUBLIC SPACE MAINTENANCE PROGRAMS

The Fashion District BID maintenance programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

Tree Trimming

As of March 10, 2011 all 700 trees in the Fashion District were trimmed. The project started in January 2011. Trimming was conducted in a strategic manner which avoided disrupting businesses and residences. The trimming work was performed by skilled trimming crews from Trimming Land Company, certified by the National Association and the International Society of Arboriculture.

Tree trimming is part of the Fashion District's continuing program to provide trees of lasting beauty for our community and the best possible service to its owners. We notified all property owners of the project and kept them up-to-date on the status weekly.

Additionally, the Fashion District and Downtown Center BIDs shared the cost of trimming two large Ficus trees in front of LAPD Central Division headquarters on 6th Street. These trees have not been trimmed since 1987. The small gesture helped demonstrated our deep gratitude to the LAPD's dedicated work to keep Downtown safe for all of us.

Storm Drain Clearing

With the rainy weather and in an effort to ensure proper drainage, the LA Fashion District met with the City of Los Angeles to proactively clean the drains before it rains. The Clean Team has also been placing sand bags near businesses to avoid any problems of flooding. Merchants and owners were advised to call the BID Clean Team if they have an issue with drainage. We are also working with the City to identify chronic flooding locations to address those problem before it rains.

Graffiti Removal

2011 first quarter graffiti removal records show a slight decrease in the numbers of graffiti tags compared to 2010.

<u>Graffiti Removal – 1st Quarter</u>	2011	2010
January	504	541
February	408	426
March	539	620
Total	1451	1587

Trash Tonnage

There is an increase in trash tonnage over last year's records. 43,318 trash bags were used during the first quarter.

<u>Trash Tonnage– 1st Quarter</u>	2011	2010
January	154	144
February	408	426
March	171	173
Total	481	459

Sidewalk Cleaning

3,634,039 square feet of sidewalk was cleaned during the first quarter with sidewalk scrubbing and pressure washing.

- Sidewalk Scrubbing: 507,904 sq. ft.
- Pressure Washing: 3,126,135 sq. ft.

First quarter 2011 records show that 2,634,139 sq. ft. of sidewalk was cleaned.

Proposed 2011 Second Quarter Public Maintenance Activities

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.

ADMINISTRATION, IMAGE & COMMUNICATIONS, SPECIAL PROJECTS ACTIVITY

2011 Annual Budget

\$632,749

15% of the Overall Budget

This portion of the annual Fashion District BID budget includes all Administration, Image & Communications, and Special Projects service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

ADMINISTRATION

GOVERNANCE

Board Officers Elected

According to the Bylaws, officers must be elected at the January meeting. On January 20, 2011 the following Board Members were elected by unanimous approval of the Board of Directors:

- Jaime Lee, Chair
- Mark Chatoff, Vice Chair
- Dan Bartholomew, Treasurer
- Jorge Flores, Secretary

At the February Board Meeting, committee appointments were ratified for 2011 in Finance, Operations, Image, Personnel and Legislative Committees. According to the Fashion District Bylaws, each Board Member must serve on at least one committee and non-Board members are encouraged to participate.

ADVOCACY

AEG Representatives Presented at Board of Directors Meeting

AEG Representatives held a presentation at the BID Board of Directors Meeting on Thursday, March 17th. The presentation, given by Martha Saucedo, was about the proposed Farmers Field, the NFL stadium in Downtown and request for support for this project by the LA Fashion District. The Board, however, decided to postpone a decision until they have an opportunity to view the results of the Environmental Impact Study so that an informed decision can be made on whether or not we will support this project.

There will be a meeting at the end of the month with the Los Angeles Planning Committee to discuss the traffic impact this will have on Downtown Los Angeles. The LA Fashion District will submit comments and concerns to the City of Los Angeles Planning Department.

Mobile Vending Task Force

BID Executive Director Kent Smith testified at City Council's Transportation Committee on Wednesday February 23, 2011 on the issue of Mobile Vending.

The Transportation Committee agreed to let the Mobile Vending Task Force continue to meet in the hope that some agreement can be reached on a new ordinance to replace the current ordinance which has been gutted by injunctions over the last several years. The mobile food vendors are pushing hard for as few controls as possible on their ability to sell in the public right-of-way anytime and anyplace. No new meetings of the task force have been scheduled.

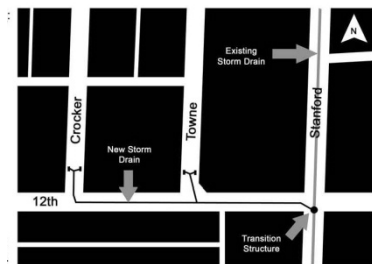
Staff from the Chief Legislative Office (CLA) asked Smith for input on the report the CLA is preparing for the Jobs and Business Development Committee on this issue. County Officials have asked Smith to participate on the County Task force on mobile vending as the representative for all 34 LA County BIDs.

The BIDs are arguing for tougher but fair regulations to control the use of the public-right-of-way for mobile food vending.

Ban on the Sale of Live Animals in Santee Alley Adopted by City Council

On March 9, 2011 the City Council adopted a motion to ban the illegal sale and purchase of live animals by street vendors, and posting signs providing notice of the ban in the Santee Alley. Council directed the Los Angeles Department of Transportation, with the assistance of the City Attorney, to prepare recommendations for the actions necessary to post signs providing notice of said ban at locations in the Santee Alley area of the Downtown Fashion District, on the Ocean Front Walk at Venice Beach in Council District 11 and any other appropriate locations in the City, working in consultation with the affected Council district. This is welcome news as the illegal sale of animals has plagued the District for over a decade. It is also positive that other areas of downtown and Los Angeles will participate as this problem is not exclusive to the Fashion District.

Storm Drain Project at 12th and Crocker



The city of Los Angeles will be installing a new 780-foot storm drain pipe along 12th Street between Crocker and Stanford Avenue in the LA Fashion District on Monday, March 14. This is an effort to alleviate frequent flooding problems in the area. The project will include the construction of four new catch basins, two maintenance holes, two transition structures and the remodeling of 12 existing sewer connections. The new storm drain will improve vehicular and pedestrian safety in the area, and avoid flood damages to local businesses in the vicinity.

The Bureau of Engineering has since made major progress. To date, the contractor has completed the downstream connection to the storm drain outlet at Stanford Street and 12th Street and installed the first 60 ft. pipe. The Bureau of Engineering anticipates the construction of this project to be completed by May 2011, barring further rain delay or other unforeseen conditions.

The construction will not disrupt business activity as it will be from Monday to Friday at 9:00 p.m. to 6:00 a.m. We will inform all businesses in the construction area about project. The project's tentative completion date is June 2011.

This construction project would not have happened without the help of Councilwoman Jan Perry and is a direct result of stakeholder input at the first stakeholder meeting regarding the Fashion District Design for Development study in August 2010. Additionally, we want to thank property owners who started the revitalization of 12th Street, the Community Redevelopment Agency (CRA), and their consultants AECOM.

7th and Los Angeles Storm Drain Cleaning & Repairs on Fast Track

LA Fashion District stakeholders are all too familiar with flooded streets from rainfall downpours. Storm drains at 7th and Los Angeles Street are especially hard hit. The BID has advocated on all levels since 2002 for a remedy to this problem. With the assistance of Council District 14 the City's Bureau of Sanitation dispatched crews to clean and examine (CCTV) the drainage system that serves this immediate area. Through their CCTV efforts, they saw the need for further cleaning and some repairs. They will be generating an urgent repair request to address the following problems:

- Repair lateral from catch basin at northwest corner of Los Angeles Street and 7th Street.
- Replace the offset pipe on the northeast corner of Los Angeles Street and 7th Street.
- Replace a section of pipe between Wall Street and Maple Avenue that needs to be larger in order to eliminate a choke point in the system.
- The repair recommendations along with regular maintenance will allow the system to function and eliminate the flooding that has been occurring during normal rain events. We thank Council District 14 and the Board of Public Works for their support of this important project for the LA Fashion District.

Design for Development (DFD) Plan Updates

- ***Community Workshops***

As part of the 18 month long LA Fashion District Design for Development Study, three community workshops were held on January 27 and 29. Dozens of participants attended and learned about the history and transformation of the Fashion District and the provided input on the vision for the district. On the Saturday, January 29th workshop, attendees also participated on a walking tour, led by Kent Smith and Gaurav Srivastava, Project Manager at AECOM. The two groups took different routes, each covering a different aspect of the LA Fashion District. Overall the workshops were a success and received feedback pertinent to the study's implementation.

- ***City Development Big Plans for Fashion***

The *California Apparel News* published a front page article about the Design for Development Plan in the December 23, 2010 issue. The comprehensive article explained key elements of the Plan and quoted several property owners on their views of what the Fashion District should/could be in 30 years. Read the article online at www.apparelnews.net

Community Redevelopment Agency in Jeopardy of Elimination

Governor Brown has released a Budget Summary for 2011- that includes eliminating new contracts by city community redevelopment agencies like the CRA effective July 1, 2011. The CRA/LA is defending the future of the organization by calling attention to the 60 year track record of success in creating jobs and stimulating economic activity across the state. Elimination of the CRA could negatively impact Business Improvement Districts state-wide that depend on CRA funding for streetscape projects and other economic development tools. This move could impact the Fashion District in the future. We are partnering with other BIDs and the California Downtown Association to track progress of this proposal.

Alley Potholes

The Bureau of Street Services has been working to fill potholes throughout the city. However some of our alleys are in dire need of repaving where potholes in several locations are growing larger every day.

Unfortunately the BID cannot repair potholes of this magnitude so we are reporting the locations to the 311 City contact number. We are meeting with Council District 9 to talk about this issue and others.

City Proposes Mandatory Recycling for Commercial Properties

We met with Daniel Meyers from the City of Los Angeles Bureau of Sanitation (BOS) to discuss a proposed mandatory recycling program for multifamily residential and commercial properties. BOS is also proposing a new franchise system for all waste haulers servicing commercial properties in the city.

The proposed recycling program will require any commercial property that collects more than 4 cubic yards of a week to provide recycling service for its tenants by 2012.

Currently, property owners contract individually with waste haulers. A franchise system will limit the number of haulers, possibly increase efficiency, but also could lead to higher costs. The City is also considering charging waste haulers a franchise fee that would go to the City's General Fund and would be passed on to customers by the waste haulers. We will track progress of these proposals.

Future of Central City East Summit

On February 24, 2011 Kent Smith and I. Hassan, real estate broker and President of Quantum Associates attended a forum on the future of Central City East (Skid Row) sponsored by the Community Redevelopment Agency.

Kate Joncas the head of the Downtown Seattle Association, who runs the downtown BID there (235 blocks) was one of the keynote speakers. Kate spoke about Seattle's efforts to eliminate their skid row and reduce the number of street homeless in downtown. She stressed the role of the business community in establishing new businesses in the area and the importance of "up zoning" to allow more density and private sector development in the area.

Attendees included a number of social service organizations, affordable housing providers and the owner of the Nickel Diner on Main Street. We all acknowledged that if Skid Row is allowed to deteriorate it will have a profoundly negative impact on adjacent neighborhoods including the Fashion District. Everyone agreed that encouraging mixed use development including market rate housing in Central City East (the Yankee at 7th and San Julian is a great example) will help improve the Central City East community.

Artwalk and the Fashion District Clean & Safe Team

On March 24, 2011, BID Executive Director Kent Smith met with Joe Moller the new executive director of downtown's popular Artwalk to discuss expansion into the LA Fashion District. There are several art galleries in the Fashion District that participate in this event held on the second Thursday of every month. Besides bringing attention to the art and galleries the event also attracts patrons to local restaurants and bars. A meeting of property owners and merchants is being planned for April, 2011 to discuss the benefits and projected costs of expanding Artwalk into a 7-block area in the northwest section of the Fashion District.

LA Streetcar Project

L.A. Streetcar Inc. held a press conference on February 8, 2011 in an effort to drum up excitement and future financial support for the planned \$100-\$125 million Downtown L.A. Streetcar. Officials presented a study commissioned by the city that highlighted the potential future impact of the project.

The study, prepared by the land-use and economic consultant AECOM, found that the project would generate 9,300 new jobs, \$1.1 billion in new development, \$24.5 million in new annual tourism-related spending, and \$47 million in new city revenue in the next 25 years. Additionally, the streetcar would help develop 675,000 square feet of new and rehabilitated office space, add 2,600 new housing units, 7,200 new construction jobs and 2,100 new permanent jobs, including retail, entertainment and hotel jobs. The Fashion

District and South Park will see more development, revitalization and economic benefit from the new street car than any other neighborhood.

After the study was released, the streetcar project received funding which helped advance its fruition. The Los Angeles City Council allocated \$1 million in Measure R Local Return funds to the project on February 25th. Coupled with the CRA/LA funding, this allocation took the project through environmental and engineering phases and positioned the project to secure future federal funds. On March 8th, the Los Angeles City Council approved \$8.4 million for the project which will be used to pay for the preliminary engineering, continued community outreach, the formation of a community facilities district and any environmental work not currently funded.

L.A. Streetcar Inc. is currently preparing a study to determine who would be taxed and if it would be just property owners on the proposed route or also those in surrounding areas. The streetcar would connect LA Live & Staples Center and the Music Center/Bunker Hill along Broadway on the West side of the LA Fashion District. Ridership estimates are between 10,000 and 15,000 people daily.

On February 24th, the LA Streetcar hosted an evening presentation on the economic benefits of the streetcar for adjacent property owners. These property owners are being asked to fund approximately 50% of the capital and operating costs of the streetcar project in downtown. Executive Director Kent Smith and real estate broker I. Hassan attended the meeting.

Assessments are estimated to be 4 cents a square foot to 12 cents a square foot of building area depending how close the property is to the line. Those properties directly on the alignment would pay the highest rate. While the vast majority of the proposed assessment district is outside the Fashion District, currently properties fronting Spring Street, Main Street and Los Angeles Street in the Fashion District could be included in the assessment district (the route has two options: one South on Broadway to 11th Street, the other extending to Pico).

Assessing property owners was the method used to build streetcar lines in both Portland & Seattle. Mr. Allen used examples of office, retail and residential buildings to show how the assessment investment by property owners would actually result in significant increases in rents, reduced expenses and additional property value increases.

The Fashion District will be sponsoring presentations on the streetcar assessment district in the coming months.

Tenant Improvement Grant

The Valley Economic Development Center (VEDC), a nonprofit California corporation, will help landlords fill vacancies and pay for Tenant Improvements. Funds will be made available through controlled disbursements to vendors or, in the case of working capital, controlled amounts for payroll and operating expenses. This could be a large help right now with the bank refusing to grant credit without outside, hard collateral.

Owners and merchants were advised to visit www.vedc.org or contact Loan Consultant Bruce Dobb, bdobb@vedc.org for more information.

Energy Upgrade LA

The Clinton Climate Initiative has partnered with CRA/LA to develop a grant funding program that will offer customized, no-cost resource and support services to assist property owners/managers with cost effective energy upgrade projects. When the program launches later this month, there will be an application process to receive incentives through the program. The program does have a limited budget, and as such, the City will seek to work with owners that are truly motivated to take action. A project summary is attached that provides additional details. The LA Fashion District BID will host a community meeting where representatives from CCI and CRA will provide project information and how commercial property owners can participate.

Proposed 2011 Second Quarter Administration/Advocacy Activities

- Continue to advocate for the Fashion District BID.
- Participate in the CRA's Design for Development Plan for the Fashion District.

IMAGE AND COMMUNICATIONS

The LA Fashion District BID Image & Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

Public Information Coordinator Hired

Annie Chang was hired as the BID's Public Information Coordinator. Annie lives downtown and brings great experience and enthusiasm for the job. Annie will be developing various social media programs to build awareness of the LA Fashion District. Welcome Annie!

Merchants Update Store Information on the New Website

During January the BID distributed postcards to all merchants in the district announcing the new website. They were invited to take this opportunity to review and update their store listing for visitors and shoppers.

Social Media Reader Profile Survey

The LA Fashion District has a growing community of fans on Facebook and Twitter. As a result, it is important that relevant and entertaining news is provided. An 18-question **Reader Profile Survey** was created that asks for the reader's age range, what kind of information the reader would like to receive more of, and how the BID can continue to improve the website.

LA Fashion Week Blog Created

The LA Fashion District has created a blog specifically to cover the glamorous events of the 2011 Los Angeles Fashion Week. LA Fashion Week, which ran March 13 through the 19th, is a highly anticipated week-long event that includes designer runway shows such as CONCEPT Fashion Week, LA Fashion Weekend at Sunset Gower Studios, and the new venue Style Fashion Week. The BID blog will give readers an inside look into Fashion Week through photos and interviews. The goal is to demonstrate to the public how the LA Fashion District is the hub of the West Coast fashion industry and help create a vibrant and exciting Los Angeles marketplace. Check out our posts at lafashiondistrict.blogspot.com!

Blog and Twitter Feeds Added to Website

As a result of the feedback we have received from our Reader Profile Survey, we have added a link to our blog and a real-time Twitter feed that will help us keep a constant conversation with our readers. Check out our blog, located on the top right hand corner on the website, for LA Fashion Week events and activities and join us on Twitter (@LAFashionDist) to get instant updates on news, deals, and photos of the LA Fashion District.

Santee Alley Website Update

Santee Alley is getting a new look! The new changes will make the website more appealing and appropriately reflect the vibrancy of this outdoor shopping area. Some of the new features will include links that are more accessible to the viewer, a list of categories, and articles in the media.

25% Increase in Foot Traffic at LA Textile Show

The Spring/Summer 2012 Los Angeles International Textile Show, which took place March 28-30, 2011 at the California Market Center (CMC) in the LA Fashion District, saw a 25% increase in attendees from its September 2010's show. The surge in traffic was due to the addition of daily seminars, the return of the Lenzing Innovation Pavilion, the Korean Pavilion by KTTA, and a curated trend installation in the main lobby designed by WGSN and CMC. Many of the LA Textile's sold-out exhibitors also noted that the addition of several new European lines was a benefit to their business because it helped them establish new connections.

Foot traffic was felt all around CMC especially on the Penthouse and 7th floors, where the exhibits were held. Notable key brands in attendance included 7 for all Mankind, Rodarte, Trina Turk, American Apparel, and Forever 21. The Fall/Winter 2012/2013 LA Textile Show will be September 26-28, 2011 at the CMC.

Print & Media Press Coverage



The New York Times

36 Hours in Downtown Los Angeles

By Chris Colin

February 17, 2011

Here's what they said in the article:

<http://nyti.ms/fm7Oj4>

Nice Threads

The 100-block Fashion District mixes high and low seamlessly. Though many shops sell wholesale only, you can still find a wide selection of deeply discounted designer clothes, fabric and accessories. The jumbled shops and warehouses at Ninth and Los Angeles Streets are a good place to start (feel free to bargain). And don't miss the rowdier Santee Alley (thesanteealley.com), where cheap meets weird in a thoroughly Los Angeles way. In this chaotic open-air bazaar, energetic vendors hawk the impressive (perfect knock-off handbags) and the odd (toy frogs emblazoned with gang insignias). For a more organized Fashion District expedition, Christine Silvestri of Urban Shopping Adventures (213-683-9715; urbanshoppingadventures.com) leads three-hour romps, tailored to your particular agenda and with an insider's radar for the best finds; the tours cost \$36 a person, with a minimum of two people.



BRAND X

The Shot: Downtown's bargain bazaar, street style at Santee Alley

By Raul Roa

March 2, 2011

<http://bit.ly/fzbp6l>

Deal-hunting L.A. style-hounds and fashionistas looking to complete their ensembles at downtown's bargain bazaar, Santee Alley, gave us the inside scoop on what makes their look swag-tastic.



Last-Minute ideas for Valentine's Day

February 14, 2011

By Indra Peterson Here's what they said in the article:

<http://bit.ly/fMeJSr>



Sweet Deals On Last-Minute Valentine's Day Gifts

By Kristine Lazar

February 14, 2010 Here's what they said in the article:

<http://bit.ly/gEhIVD>



Summer Style Preview

By Jennifer Bjorklund

January 19, 2011 This is the article:

<http://bit.ly/eCS4F0>



LA Market Week

The LA Fashion District hosted the Fall 2011 LA Fashion Market Week tradeshow March 14-17. Apparel houses and showrooms featured SELECT Tradeshow, FOCUS Apparel & Accessories Show and TRANSIT LA Shoe Show returning to the California Market Center (CMC) and Designer & Agents at the New Mart. Hundreds of showrooms were open for business at the Cooper Building, Gerry Building, and Lady Liberty Building. Visiting retailers previewed established and emerging collections for women, men, children, gift and home in hundreds of permanent showrooms and in the expanded range of tradeshow. Additionally, over 20 new showrooms and brands and buyer perks at the California Market Center pulled in steady traffic during this Market.

WGSN Moves to the LA Fashion District

WGSN moved its West Coast headquarters from Hollywood to Downtown Los Angeles, where it has taken a 1,500-square-foot space on the 11th floor of the **California Market Center**. WGSN is the leading online trend-analysis and research service providing creative and business intelligence for the apparel, style, design and retail industries. Launched in 1998, WGSN has offices throughout Europe, Asia, South America, and the United States. It has a subscriber base of more than 36,000 customers around the world.

Santee Village “1st Chance Sale” Campaign

On February 26-27 Santee Village Lofts sales hit the market for the second time. The building went into foreclosure several years ago during the economic recession when loft sales dropped dramatically throughout downtown. The Santee Village launched their campaign with a video titled “The Downtown Experience” in which it featured the LA Fashion District’s Executive Director Kent Smith. Kent expressed the top reasons why the Fashion District is the center of urban growth and the best place to experience the excitement of Downtown lifestyle.

With just a 3-day campaign, their “1st Chance Sale” will offer 18 of its live/work units at an affordable price range from \$199,000 to \$670,000, averaging around \$280 per square foot. Participants will have the purchase incentive of saving \$11,500 in closing costs and in Bosch Appliance upgrades. With this attractive pricing, Santee Village is hoping to give potential buyers the opportunity to live in the dynamic LA Fashion District at prices that were previously unimaginable.

HauteLook Bought by Nordstrom

HauteLook Inc., an online “flash sales” company that sells luxury clothing to members only at a discount, in limited-time online sales, got its start in the LA Fashion District on Los Angeles Street. HauteLook is one of a group of fast-growing companies, like Gilt Groupe and RueLaLa, whose flash-sale business model emerged in the depths of the recession, as design houses were desperate to rid themselves of excess merchandise without tainting their brand image (i.e. selling to K-Mart, Walmart). HauteLook hosts several sales every day for its 4 million-plus members. The site attracted 3.1 million visits in the U.S. last month, making it the second-most popular flash site behind electronics retailer Woot.

In February 2011, Nordstrom Inc. bought HauteLook for \$270 million in stock, marking the first acquisition of a flash-sale company by a mainstream retailer. The online company has moved its headquarters to Flower Street, but remains in the Downtown Los Angeles community.

Grand Openings of Umami and Two Boots Pizza contribute to Bringing Back Broadway Revitalization Effort

At a press conference for the launch of two top-notch eateries on Broadway, UMAMlcatessen and Two Boots Pizza, was held at the Orpheum Theatre on Tuesday January 25, 2011. Both of these restaurants combined are poised to bring fame, popularity, and a foodie following to Downtown L.A. while adding as many as 75 jobs to the city. These two iconic restaurants, hailing from Los Angeles and New York City, respectively, are results of Councilmember Jose Huizar's Bringing Back Broadway revitalization effort and Orpheum Theatre owner Steve Needleman's efforts in recruiting both businesses and working out deals to make them viable.

The 7,000 square feet UMAMlcatessen will incorporate a burger joint, bar, deli, dessert and will become the flagship of the Umami Burger chain when it opens in early 2012. Two Boots Pizza, originally from Brooklyn and now with 5 New York outlets and one in Echo Park, will be another great addition to the food choices on the 9th Street corridor between Santee and Broadway. Other revitalization endeavors include transforming the historic Singer Building at 808 Broadway into live/work lofts. All of these exciting developments will bring more foot traffic and to the businesses that make up the LA Fashion District.

Orpheum Theatre hosts Live Taping of America's Got Talent and So You Think You Can Dance?

NBC's hit television series, America's Got Talent, taped live at the Orpheum Theatre in the LA Fashion District on March 10 and 11.

FOX's popular series, "So You Think You Can Dance" auditions were held at The Orpheum Theatre in the Fashion District on Saturday, March 12, 2011. The auditions create long lines on Broadway, 9th Street and Spring Street.

Winter Newsletter

BIDLines newsletter , Winter 2011 edition, was distributed to property owners and merchants. A copy is included as Attachment 2.

Website Activity

The new Fashion District website is hosted by a different company from the previous website. 2011 activity records are not comparable to those of 2010. Annual comparisons will be available starting in 2012. Social Media activity records will be tracked starting this quarter.

2011 First Quarter Media Impression, Website Hit, Website Visitor, Social Media Activity
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Website Hits

January	418,737
February	402,628
March	533,393
Total	1,354,758

Website Visitors

January	17,479
February	15,073
March	20,731
Total	53,283

Media Impressions

January	15,056,611
February	16,210,868
March	14,536,920
Total	45,804,399

Free Advertising Dollars Leveraged

January	\$171,535
February	\$176,075
March	\$123,760
Total	\$471,370

2011 First Quarter Website Hit increased 65% over 2010 Fourth Quarter activity and Visitors increased 58%. Media Impressions and Free Advertising Dollar activity declined.

Records below show first quarter activity for the new Fashion District Social Media effort.

Social Media**Facebook**

January	581
February	1,099
March	2,247
Total	3,927*

Twitter

January	326
February	413
March	462
Total	1,201**

* represents number of Page Views and number of "Likes" received.

** represents number of Followers received.

Proposed 2011 Second Image & Communications Activities

- Continue to refine social media features
- Publish Spring 2011 Newsletter

SPECIAL PROJECTS**MTA Call for Projects Grant Application for Fashion District Phase 3 Streetscape Project**

The BID has partnered with the Bureau of Street Services to submit a grant application for Phase 3 of the Fashion District Streetscape Improvement Project. There is a lot of competition for these funds and if we are successful we will have secured \$5.2 million for this 40 block long Streetscape Improvement Corridor through the Fashion District. We thank Council District 9 staff, the Bureau of Street Services, and the Los Angeles City Council for their support of this project. Funding announcements are expected in May or June.

Uniform Parking Signage Project

Remaining funding from the grant procured with the assistance of Congresswoman Lucille Roybal Allard, Congressional District 34, the BID is developing a 3-part parking navigation system for the LA Fashion District. The first part of this system was installed in 2010 when 24 wayfinding signs were enhanced with parking icons that direct drivers to parking lots. Part two of the system features parking medallions that will be installed in entry ways to upper floor parking lots. The BID is working with AECOM to develop part three - an app that will help direct drivers into the district and locate parking lots with the visual assistance of the parking signage.

Proposed 2011 Second Quarter Special Projects Activities

- Continue work the Uniform Parking Signage Project.
- Continue to seek grant funding for the Fashion District Streetscape Improvement Project – Phase 3.

ATTACHMENTS

1. 1st Quarter Financial Summary
2. BIDLines Newsletter, Winter 2011 edition



LA Fashion District Business Improvement District

2011 Activity Reports

Second Quarter

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I Second Quarter Activities

Finance

Public Space Management Activity

- Public Space Safety Programs
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Administration and Advocacy

- Administration
- Advocacy Programs
- Proposed 2011 Third Quarter Activities

Image, Communications and Special Projects

- Image & Communications Programs
- Proposed 2011 Third Quarter Activities
- Special Projects Programs
- Proposed 2011 Third Quarter Activities

II Attachments

2011 OPERATING BUDGET SUMMARY

The second quarter improvement and activity financial results are outlined in *Attachment 1*. The total improvement plan budget for the 2011 Fashion District BID is \$4.225.

FINANCE

No CPI Adjustment

On May 19, 2011 the Board of Directors unanimously agreed not to apply a CPI adjustment to the Fashion District BID 2012 assessment fees.

Santee Alley Overlay Increase

On May 19, 2011 the Board of Directors unanimously agreed to approve a \$61,000 increase to the 2012 North/South Alley Overlay budget.

Data Submission

2012 Assessment data was submitted to the City Clerk on May 25, 2011 for inclusion on the County tax rolls.

Proposed 2011 Third Quarter Finance Activities

- Prepare 2012 Budget

PUBLIC SPACE MANAGEMENT ACTIVITIES

2011 Annual Budget	\$2,715,829	64% of the budget
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This portion of the budget is allocated to all Clean & Safe Program Services.

PUBLIC SPACE SAFETY PROGRAMS

Second Quarter Contact Summary

Illegal Vending continued to increase during the 2011 Second Quarter with 1307 events recorded compared with 1216 events recorded during the First Quarter. **Disorderly Conduct** and **Disturbance** totals continue to increase significantly over 2010 records as did **Robbery/Vandalism** incidents.

As a proactive precaution against criminal activity, the BID continues conducting **Location Checks for Crime Prevention** with 12,510 individual location checks recorded during the Second Quarter of 2011.

LAPD BID Appreciation Luncheon

On Thursday, May 19, the Central City Police Boosters Board of Directors held a formal luncheon at the Wilshire Grand to recognize and award several recipients from the LAPD and from all of the BIDs in the Central City area, including the LA Fashion District's Safe Team. The Los Angeles City Attorney Carmen Trutanich, Councilmember Ed Reyes and Central Area Commanding Officer Todd Chamberlain presented awards to officers who have gone beyond the call of duty to assist in providing a safe community. BID Safe Team Officer, Raul Lua, was a recipient of this award.

LA Police Department Central Area Senior Lead Summit

The LA Fashion District Operations Coordinator, Jackie Sanchez, attended the LAPD Central Area Senior Lead Summit at the El Pueblo Historical Monument on Wednesday, April 14, 2011. At the seminar, Sanchez learned new training techniques to help the LA Fashion District's Safe Team stay informed of new ways to protect the citizens of the district.

For example, she learned new techniques for the next generation of Community Policing and how LAPD handles a 9-1-1 call and the procedures involved. Sanchez also learned about different programs such as the Community Emergency Response Team (CERT) program. CERT is an all-risk, all-hazard training program designed to assist the public in emergency situations. Another program is the Terrorism Awareness iWatch, a community program to help neighborhoods stay safe from terrorist activities by reporting unusual behaviors and activities to the LAPD.

LA Fashion District Safe Team & LA Fire Department Keeps the District Safe

On Thursday, April 14, 2011, a LA Fashion District Safe Team BID Dispatcher received a call from a merchant regarding a man who was extremely intoxicated walking in the middle of San Pedro St. Upon arrival, Safe Team BID Officers noticed that he also had a major laceration to his right hand. The Safe Team Dispatcher notified LA Fire Department (LAFD) and they immediately arrived on the scene to assist the injured person. The man was then transported to UC Medical Center for further treatment.

Clean & Safe Team Keeps the District Vandalism Free

On Sunday, April 17th, the LA Fashion District Clean Team and Safe Team worked together to keep the district vandalism free. A Clean Team member flagged down one of Safe Team BID Officer advising him that a teenager sprayed graffiti tags on the walls of a building on Maple Ave. BID Officers detained the juvenile subject and he admitted that he tagged the walls. After Officers interviewed the subject, he volunteered to remove the graffiti instead of being arrested. Clean Team provided the material and BID Officers stood by until subject finished removing the graffiti.

Safe Team Finds Missing Teenagers and Reunites Family

On Sunday, June 5th at 6:25 pm, two Safe Team Officers were flagged down by a parent to search for two teenagers' ages 12 and 14 who had been missing for two hours. Officers immediately took down the information of the teenagers and a phone number from the parent. A few hours later, the BID Officers came across the teenagers at a bus stop on 11th and Maple Ave. The parent was called and both teenagers were reunited with the parent.

The BID Safe Team and LAPD Together Detain Robber

On Tuesday, June 14th, the BID Office was called for assistance in regards to a robbery. Immediately, a BID Officer was dispatched to the location of the victim. A BID Officer spotted the suspect and flagged down an LAPD Officer. Together, they detained the suspect and transported him to LAPD Central Station where he was booked for robbery.

Proposed 2011 Third Quarter Public Safety Activities

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district.

PUBLIC SPACE MAINTENANCE PROGRAMS

The Fashion District BID maintenance programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

Tree Trimming Completed

As of March 10, 2011 all 700 trees in the LA Fashion District were trimmed. The project started in January 2011. Trimming was conducted in a strategic manner which avoided disrupting businesses and residences. The trimming work was performed by skilled trimming crews from Trimming Land Company, certified by the National Association and the International Society of Arboriculture and is part of the Fashion District's continuing program to provide trees of lasting beauty for our community and the best possible service to its owners. We notified all property owners about the project and kept them up-to-date with a weekly status report.

Additionally, the LA Fashion District and Downtown Center BIDs shared the cost of trimming two large Ficus trees in front of LAPD Central Division headquarters on 6th Street. These trees have not been trimmed since 1987. The small gesture helped demonstrated our deep gratitude to the LAPD's dedicated work to keep Downtown safe for all of us. The trimming was completed on Friday, March 4th.

Storm Drain Work by Clean Team

Due to inadequate storm drainage systems rainy weather typically causes street flooding in the LA Fashion District. In an effort to ensure proper drainage, the LA Fashion District worked with the City of Los Angeles to clean the drains prior to before this year's April rainfall. The Clean Team also placed sand bags near businesses to avoid storefront flooding. The BID also worked with the City to identify chronic flooding locations.

2011 Second Quarter Graffiti Removal, Trash Collection Activity

Graffiti Removal	2011	2010
April	465	636
May	689	387
June	156	147
Total	483	470

Trash Tonnage	2011	2010
April	163	159
May	164	164
June	156	147
Total	483	470

Bags of Trash Collected	2011	2010
April	15,043	18,712
May	14,705	17,954
June	14,755	18,402
Total	44,503	55,068

Sidewalk Cleaning

4,352,445 square feet of sidewalk was cleaned during the 2011 Second Quarter, a 718,000 square foot increase over work done in the First Quarter.

- Sidewalk Scrubbing: 823,917 sq. ft.
- Pressure Washing: 3,528,528 sq. ft.

2010 Second Quarter records show that 3,954,630 sq. ft. of sidewalk was cleaned.

Proposed 2011 Third Quarter Public Maintenance Activities

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.

ADMINISTRATION, IMAGE & COMMUNICATIONS, SPECIAL PROJECTS ACTIVITY

2011 Annual Budget

\$632,749

15% of the Overall Budget

This portion of the annual Fashion District BID budget includes all Administration, Image & Communications, and Special Projects service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

ADMINISTRATION PROGRAMS

GOVERNANCE

Election Committee Appointed

The DPOA Bylaws require an annual election to seat new Board Members and an Election Committee to oversee the process. On May 19, 2011 the following Board Members volunteered to serve on the committee: Laura Aflalo, Jorge Flores, John Van Den Akker, and Suzette Wachtel. The Committee will meet in July to begin work on the election process that concludes in December 2011.

Board Member Resigns

Board Member Harvey Flax resigned in May. There will be 6 Board seats available in the 2011 election.

LA Fashion District Board Keeps 2011/12 Assessments Unchanged

On May 19, 2011 the Board of Directors agreed not to increase assessments in 2012. Assessments have only increased by 3% since 1999 compared to a 29% increase in the consumer price index for Los Angeles.

Finding: Every \$1 Spent on BID Security Generates \$20 in Benefits

It is common knowledge that BIDs are effective but the "Economic Journal" recently published the very first academic article that measures how effective BIDs are. Economists Phil Cook from Duke University and John MacDonald from University of Pennsylvania who studied LA BIDs including the Fashion District found "BIDs assisting public law enforcement are vital inputs into the crime control process. Their analysis of 30 LA BIDs demonstrates that the benefits of BID expenditures on security are a large multiple, about 20 times the private expenditures." They conclude that every \$10,000 spent by an LA BID on crime control generates over \$200,000 in societal benefits.

Annual Property Owners Meeting

The LA Fashion District BID held its Annual Property Owners Meeting on May 19, 2011. Board members, property owners, and members of the public attended the meeting and learned about the numerous ways their assessments help make the LA Fashion District a better community.

The agenda included reports on the current state of the BID, review of the 2010 Annual Report and Financial Review. Some of the highlights in ways that the BID has improved business and maintained property values in 2010 while keeping the district clean and safe, doing more with less, updating our website, and using social media and a weekly email newsletter WHAT'S NEW to increase public awareness of the district. [The 2010 Annual Report is included as Attachment 2.](#)

ADVOCACY

Farmers Field EIR Scoping Meeting

The City of Los Angeles is working with developers to construct a National Football League stadium next to LA Live on Figueroa and Pico. Kent Smith attended a meeting on Wednesday, April 13 where stakeholders were allowed to comment on possible environmental impact issues so that mitigating measures can be put into place before end of construction. Smith stated that AECOM is already conducting vehicle and pedestrian counts which we will provide to

the City Planning Department. At their meeting on April 14, 2011 the Board of Directors unanimously approved a letter of comments from the LA Fashion District regarding the impact of Farmers Field on the District and Businesses.

CRA Community Advisory Committee

On June 21, 2011 Kent Smith and I. Hassan, real estate attended the Community Redevelopment Agency's (CRA) City Center Project Area's Community Advisory Committee (CAC). Council Member Jan Perry, District 9, appointed both of them to help advise the CRA on the implementation of the City Center Redevelopment Project.

CAC Members discussed the recent State legislation impacting community redevelopment agencies throughout the State of California. While the legislation still has not been signed by the Governor, the package presents two options for cities: elimination of the agency or a "voluntary" payment from the agency based on a 2009 baseline of their existing budget. In either case there will likely be significantly less tax increment revenues to fund redevelopment projects. The CAC is requesting a meeting with Speaker John Perez to understand the impact of this legislation on the revitalization of downtown Los Angeles.

The Fashion District Goes to San Bernardino International Airport

On June 23, 2011 Lynn Myers and Kent Smith travelled to San Bernardino to discuss the potential of shipping cut flowers from South America to southern California. Currently the vast majority of perishable flowers arrives in Miami and is shipped by truck to southern California. San Bernardino has recently converted a military air base into a passenger and cargo facility and is eager to expand their cargo business.

This meeting was organized by Gaurav Srivastava from AECOM who are preparing the Fashion District Plan for the Community Redevelopment Agency. Darlene Kuba and Mark Chatoff from the LA Fashion District Board of Directors and Jim Mellano from the American Florist Exchange also attended the meeting along with Gaurav from AECOM and Jay Virata Regional Administrator of the CRA.

We met with Mayor Patrick Morris and his Chief of Staff James Morris, Donald Rogers Executive Director and Michael Burrows Assistant Director of San Bernardino International Airport and Emil Marzullo Executive Director of the City's Economic Development Agency.

The meeting was very informative and San Bernardino officials are committed to investigating the potential of establishing a pilot project to ship flowers from South America directly to the LA Basin which has the potential of cutting costs for flower wholesalers in the Fashion District.

Design for Development Study Updates

➤ Market Analysis Study Shows Economic Growth in LA Fashion District

In May, 2011 the Economics practice of AECOM, has led a comprehensive market study as the first component of the larger study and their findings have converged into exciting news for the district.

- \$10.1 billion in total sales in 2009 in the LA Fashion District comprised of wholesale, retail, flower, design, support, manufacturing and other support industries. During this time there was a 13% vacancy rate in the District
- Wholesale industry grew 0.4% annually between 2001 and 2009
- Design industry grew by 8% annually between 2001 and 2009
- 19.8 million square feet of office space exists within the LA Fashion District representing 20% of real estate in downtown with approximately 2.5 million square feet of moderately priced real estate available for creative and industrial development
- Competitive advantages include location near major transportation lines, a large base of skilled and unskilled workers including designers, sewers and cutters, and a strong concentration of fashion related businesses

The in-depth 127 page Market Analysis highlights strengths and growth opportunities for five sub-districts in the LA Fashion District with detail information about specific industry trends, sales, real estate characteristics and economic opportunities. Find out more about the economic status of the LA Fashion District and potential for future growth in this informative study on the "Fashion Your District" website at www.fashionyourdistrict.org

➤ **LA Fashion District Park Proposal**

The LA Fashion District, while one of the most walkable neighborhoods in Los Angeles, faces an acute lack of open space. The Design for Development project by AECOM and CRA/LA is seeking to address this critical need. One of the first opportunities is to apply for the Prop 84 Statewide Park Program grants, which is due July 1st. This grant will help provide the funds to create a park at the east end of Olympic Boulevard.

The proposed site is presently owned by the City Market of Los Angeles. The current buildings on the site are mostly vacant and a prime redevelopment opportunity. It is a high pedestrian traffic area in the Fashion District close to Santee Alley and San Pedro Wholesale Mart and will serve both visitors and residents. Proposed park features include: seating areas and landscaping, lawn area, events plaza, shade trees, restrooms and cafes. The grant application is a very competitive process, but we are hopeful that the Fashion District will be a very strong candidate. Both Community Meetings were held at the Upstairs Gallery in City Market.

➤ **Walkability – Nightlife – Fashion Central – and More**

During the Second Quarter, stakeholders and city representatives met for a preview of the latest progress on the LA Fashion District Design for Development study funded by the Community Redevelopment Agency of Los Angeles. Walkability, nightlife, and maintaining the district as Fashion Central are among the 10 most important strengths and goals for the future of Fashion District that were presented by the AECOM Project Team. The goals, compiled from wish list comments by stakeholders/apparel industry professionals and city representatives, are guiding the 18-month long study. Options for Public Realm development and Land Use options for key areas in the district were also discussed.

Social Issues and the BID – Why are we involved?

On April 15, 2011 the BID explained the reasons for being involved in social issues via the weekly email newsletter “What’s New”. The BID was founded in 1996 based on a mission to provide a clean, safe and friendly place to work, shop and do business. The mission hasn’t changed and neither have many of the challenges. We still have homeless sleeping in doorways, panhandlers, drug activity, and other problem social issues plaguing our business community. Visitors and shoppers are uncomfortable visiting places where homeless congregate. All these problems make our community and our city less than it should be.

So why is the BID involved in helping to stop homelessness and other social issues? The reasons are clear:

- Social problems directly impact on Fashion District property values, the public environment, and our ability to do business.
- City, county, state, federal resources are limited – we can no longer rely on these government resources alone to address the negative impacts that occur from 50,000 homeless living on the streets of Los Angeles.

The BID cannot stop homelessness but we can work with other organizations on the local and national levels to address the problem.

The Fashion District BID is now working together with the United Way and the Los Angeles Chamber of Commerce on a task force to develop an integrated system focused on rapidly housing the homeless with the supports they need to thrive. This program, called “Home for Good”, is a critical step in the work to end homelessness in the Fashion District and Los Angeles. “Home for Good” has already been adopted by LA County Supervisors who have allocated funds for housing and is supported by Mayor Villaraigosa, Councilwoman Jan Perry, LAPD Chief Charlie Beck, and Barbara Poppe, President Obama’s representative for homelessness. The goal of the plan is to get all homeless veterans and chronically homeless individuals off the streets of LA and into housing by 2016. The LA Fashion District BID Board of Directors endorsed the plan at their meeting on November 18, 2010. This is the most promising effort to address street homelessness in Los Angeles and the LA Fashion District.

Home for Good – Working Toward Ending Homelessness in Los Angeles

In April, 2011, Kent Smith, Executive Director of the LA Fashion District attended “Los Angeles on the Hill” a Los Angeles Chamber of Commerce delegation to Washington DC. Mayor Villaraigosa, City Controller Gruel, Councilmember Paul Krekorian and County Supervisors Antonovich, Knabe, Ridley-Thomas and Yaroslavsky also were part of the delegation.

As a member of the Chamber’s Business Leaders Task Force on Homelessness Smith joined the 9 member Housing and

Homeless Team at the Capitol. They met separately with Housing and Urban Development (HUD) Secretary Shaun Donovan and Assistant Secretary Mercedes Márquez, Department of Veteran Affairs, Assistant Secretary Tammy Duckworth, and Susan Angell, Executive Director of Veteran Homeless Initiatives as well as Donald Moulds, Principal Deputy Assistant, Department of Health and Human Services. They also had lunch with Barbara Poppe, the President's appointed "Homeless Czar".

The meetings helped raise LA's profile as a City which now has a blueprint to end homelessness (the Business Leader's Task Force **Home for Good Plan**). The plan has already resulted in additional federal funding for permanent supportive housing and street outreach targeting encampments in Skid Row and the LA Fashion District.

They also met Congress staff members from the offices of from Harry Reid's office (the Majority Leader), Herb Waxman, David Dreier and we met Lucille Roybal Allard to brief them on the **Home for Good Plan**. Along with the Mayor, our team also met Senator Robert Menendez (New Jersey), Chair of the Senate's powerful Housing and Transportation committee to discuss homelessness and transportation issues.

Huntington Hotel

Over the past several years, the Huntington Hotel has been one of the more troubled properties in the LA Fashion District, plagued by crime and ownership limbo. Now, the Huntington Hotel is back on track and undergoing a comprehensive renovation to restore the building. There is a proposal to house veterans in the residential hotel that would be managed by Skid Row Housing Trust through the auspices of the Home for Good plan. This new management proposal would be a positive step to stop the high numbers of crime incidents at this residential hotel.

Rick Espinoza, the construction's Project Manager, and his team have been working for the past 6 months to ready the building. Espinoza said that refurbishing the 100-year-old building has had its challenges, but the building has a well-built structure which has made his task a lot easier. So far, they have updated the plumbing, electrical, and lighting systems. Each room will be equipped with wireless internet. Security was upgraded and Interiors were painted and furnished. The spacious street level commercial areas have also been renovated and readied to attract new businesses to the LA Fashion District.

New Outreach Partnership for Encampments Downtown

The LA Fashion District helped convene an exploratory meeting with Common Ground and LAMP, two social services agencies and the Downtown Center BID to develop an outreach strategy for encampments in Skid Row and in Downtown.

Common Ground has had success in Times Square in significantly reducing encampments there and we have agreed to try the same approach in Downtown Los Angeles. Philadelphia has just completed a study confirming the success of this approach; please read it [Time to Change the Approach to the Homeless: Put Housing First](#). LAMP and Common Ground have access to permanent supportive housing for these chronically homeless individuals. The BID will work with these organizations in the coming months to try to reduce the number of encampments downtown.

Public Hearing and Potential Nuisance Abatement Proceedings for Market Grocery

The City Zoning Administration held a public hearing on May 2, 2011 to review the potential for initiating revocation action/nuisance abatement proceedings to take away the Conditional Use Beverage permit at Market Grocery. This store, located at 968 S. San Pedro has contributed to blight in the business community for many years by selling alcohol to inebriants and single sales of liquor. The BID responds daily to reports from neighboring store owners about loitering, drunk in public and possible drug activity around Market Grocery.

The Los Angeles Police Department and the City Attorney previously met with the store owner to explain the problems, codes, and issued compliance orders. Subsequent investigation showed that the proprietor continued to conduct business in a non-compliant manner.

BID Requests City Attorney and Department of Alcohol and Beverage Control Intervention for Problems with Local Liquor Store

One of the BID's biggest safety problem areas is the 4-block vicinity surrounding Duke's Liquor where transients and day laborers congregate who are addicted to drugs and/or alcohol. The BID Security Staff responds to complaints of belligerent drunks at this liquor store regularly. They have witnessed the merchant selling to obviously inebriated individuals since 2001.

The L.A. Fashion District Business Improvement District (BID) sent a letter to the City Attorney requesting an investigation and initiation of nuisance abatement proceedings for Duke's Liquor, located at 818 S San Pedro Street. (See Attachment 1)

A letter was also sent to the California Department of Alcohol and Beverage Control (ABC) requesting increased investigation of this location. ABC representatives responded immediately and are now conducting further inquiries. The BID is providing ABC with detailed incident reports that were collected over the last 3 years with our Eponic Data Collection System.

UMAMI Burger Supported by the Neighborhood

The LA Fashion District BID recently submitted a letter to the Zoning Administration supporting UMAMI Burger's request for approval of a Conditional Use Permit (CUB). The CUB will allow for on-site consumption service of a full line of alcohol in conjunction with a restaurant. We believe UMAMI Burger will contribute to our expanding "restaurant row" destination that is attracting loft dwellers, showroom tenants and their customers to enjoy evenings in the LA Fashion District. UMAMI Burger has been a huge success in five other neighborhoods in the LA region. The downtown UMAMI Burger is set to seat 180 restaurant goers and provide live entertainment at its new 852 S. Broadway location.

Fashion District Sidewalk Survey

The LA Fashion District is conducting a curb and sidewalk survey for every block in the district. The results will be sent to the City to alert them of broken sidewalks and curbs which can create a hazard for pedestrians. The Safe Team is using hand held computers to complete the survey which should be finished by the end of the summer.

Committed to Improve Pothole Problem in the District

The LA Fashion District Clean and Safe Team worked together to gather all the addresses for potholes in the district. The comprehensive information was then submitted to the Bureau of Street Services and resubmitted at the end of June.

Street Repaving this Weekend on 9th Street between Main St & Santee St

The City of Los Angeles resurfaced 9th Street between Main St. and Santee St. on Saturday and Sunday, April 16-17, 2011. So as to not disrupt business operations, work started on both days at 4:00 a.m. and end between 9:00-10:00 a.m.

Meeting with LADWP General Manager Ron Nichols

In May we attended a meeting with LADWP's GM Ron Nichols, who outlined several substantial challenges facing LADWP. Among these challenges are major changes in both water and power supply sources. LADWP aims to replace eighty percent of the current power supply in twenty years, eliminate coal as an energy source, and increase the amount of renewable energy. Long-deferred infrastructure improvements, costly legal mandates, and a desire to provide more reliable service will likely lead to increased rates for LADWP customers, even when coupled with the department's proposed cost-cutting measures.

As a result, the LADWP Board of Commissioners and the Los Angeles City Council's Energy & Environment Committee scheduled a joint meeting on Saturday, June 4, to begin a public review of LADWP's future programs, projects, and investments aimed at increasing energy efficiency and service quality. This meeting kicked off a multi-month process that will shape future rates for LADWP customers.

Proposed DWP Rate Increases

On June 24, 2011 we met with the Department of Water and Power (DWP) General Manager Ron Nichol and Assistant General Managers John Dennis and Jim McDaniel who outlined proposed basic rate increases and suggested strategic

increases for both water and power. BID property owners also attended this meeting sponsored by Central City Association. DWP maintains that the basic rate increases of 4.2% for water and 6% in 2011 for power are absolutely necessary to provide safe and reliable service and to pay for legal mandates imposed by voters and the State of California. These increases would average 5.1% (water) and 5.6% (power) annually for three years (and likely 5 years at a minimum). We are working with Central City Association to formulate a position on the basic increases proposed and the optional strategic increase suggested.

Bringing Back Broadway Streetcar Welcomes Environmental Team

Hosted by the Central City Association, the Joint Bringing Back Broadway Streetcar, Transportation & Parking and Planning, Preservation & Infrastructure Committee welcomed the environmental team from HDR, an architectural, engineering, and consulting firm, to present an update on the Downtown LA Streetcar's environmental review process. Approved unanimously by the Metro Board in March to execute the streetcar's environmental study, HDR will kick-off the Alternatives Analysis phase by holding the first scoping meeting to gain community feedback on up to 10 streetcar alternatives.

On May 19 Metropolitan Transit Authority presented Environmental Impact Report (EIR) and scoping meeting to review the proposed Street Car routes in order to qualify to apply for \$30 million federal grant funding for the project.

cLAvia Comes to the LA Fashion District

CicLAvia is expanding to include Spring and 9th Street in the LA Fashion District as part of their new route which debuts Sunday October 9, 2011.

CicLAvia is a special one-day event that opens the streets of Los Angeles for people to walk, skate, play and ride a bike – with no cars! Seven and a half miles of streets were car-free from 10 AM - 3 PM during previous events on Sunday October 10th 2010 and Sunday April 10th 2011.

Organizers and City Staff are now preparing for Los Angeles' next couple "open-street" events: Sunday October 9th, 2011 and tentatively April 2012.

There will be activities along the route. Shop owners and restaurants are encouraged to open their doors to people along the CicLAvia route.

CRA/LA, LADWP Extend, Expand Cooperation On Energy Audits, Rehab Grants for Industry, Retail

In May property owners were informed that the City of Los Angeles' Community Redevelopment Agency and Department of Water and Power have joined forces to help new or rehabilitating businesses determine project viability, improve energy efficiency and identify other potential savings.

The Industrial Incentive Program, which will be available citywide, includes:

1. Conditional Loans up to \$250,000 for industrial equipment or machinery in connection with a property's development or rehabilitation;
2. Energy Audit grants up to \$50,000 to identify potential savings;
3. Feasibility Assistance grants up to \$50,000 to pay for planning/feasibility studies, project planning, entitlements consultants or manufacturing-process consultants.

A separate cooperation agreement extends and centralizes a three-year-old Building Façade Lighting Program that provides commercial and industrial property owners with grants up to \$15,000 to improve the energy efficiency of exterior lighting on their businesses in CRA/LA project area. Owners were advised to contact CRA/LA at (213) 977-1951 and www.crala.org for more information.

Energy Upgrade LA

The Clinton Climate Initiative has partnered with CRA/LA to develop a grant funding program that will offer customized, no-cost resource and support services to assist property owners/managers with cost effective energy upgrade projects. When the program launches later this month, there will be an application process to receive incentives through the program. The program does have a limited budget, and as such, the City will seek to work with owners that are truly motivated to take action. A project summary is attached that provides additional details. The LA Fashion District BID will host a community meeting where representatives from CCI and CRA will provide project information and how commercial property owners can participate

Proposed 2011 Third Quarter Administration/Advocacy Activities

- Continue to advocate for the Fashion District BID.
- Participate in the CRA's Design for Development Plan for the Fashion District.

IMAGE AND COMMUNICATIONS

The LA Fashion District BID Image & Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

"Styling for Spring" Guide

The LA Fashion District brought on fashion stylist Bettina Bati to create several trendy looks for the Spring season. The weekly blog stories will generate advertising for the LA Fashion District and featured merchants.

Art Walk Goes South

The popular Art Walk that has solidified itself as Downtown's Thursday night attraction is proposing to expand South this summer into the LA Fashion District. Executive Director Joe Moller gave a presentation Thursday, April 14, 2011 to the LA Fashion District BID Board of Directors. The meeting, which included a presentation on the new interactive map and marketing tools on the new Art Walk website, was an exploratory discussion among the property owners and stakeholders to comment and learn about this new opportunity to launch evening shopping opportunities in the LA Fashion District.

On Thursday, June 9, 2011, Downtown Art Walk expanded two blocks into the Fashion District. The two blocks, Los Angeles Street and 9th Streets had various art and food focused events with a fashion emphasis. Tiara Café received a bustling crowd of hungry guests who was treated to a special fashion show produced by Connect Showroom, a showroom in the LA Fashion District. Other highlights of the evening were the SA Gallery exhibit at Gram & Papas, a preview of the Thread Show and some retail shopping at the Cooper Store and martinMARTIN store.

Mother's Day Promotions

➤ Unique LA at the California Market Center

The 3rd annual Unique LA Spring Show, the largest independent design show in the country took place on Mother's Day weekend, Saturday May 7 and Sunday, May 8 at the California Market Center. Over 300 hand-selected designers and artists sold locally made custom jewelry and clothing.

➤ DIY at the Flower Mart for Mother's Day

The weekly Fashion District blog featured a story on dot-it-yourself flower arranging using flowers and supplies purchased in the LA Flower District. The story provided a list of floral supply stores that are stocked floor to ceiling with vases of every shape and color, ribbons, trims, gift bags and more. Featured flower shops advertised an amazing array of tropical and traditional blooms for making DIY flower arrangements and step by step photo demonstrations of flower arranging projects.

Blog and Twitter Feeds Added to Website

As a result of the feedback received from the Reader Profile Survey, a link was added to the blog and a real-time Twitter feed to help maintain constant conversation with readers.

Spring Newsletter

The Spring newsletter was distributed to property owners. See Attachment 3.

Website Activity

The new Fashion District website is hosted by a different company from the previous website. 2011 activity records are not comparable to those of 2010. Annual comparisons will be available starting in 2012. Social Media activity tracking began 1st Quarter 2011.

2011 Second Quarter Media Impression, Website Hit, Website Visitor, Social Media Activity

<u>Website Hits</u>	2011	2010
April	540,000	*
May	497,000	*
June	512,000	*
Total		
<u>Website Visitors</u>		
April	22,300	*
May	19,700	*
June	20,700	*
Total	62,700	*
<u>Facebook</u>		
April	231	**
May	258	**
June	651	**
Total	1140	**
<u>Twitter</u>		
April	133	**
May	98	**
June	107	**
Total	338	**
<u>All Media Impressions</u>		
April	21,123,000	14,256,000
May	14,411,000	29,977,000
June	15,033,000	16,605,000
Total	52,139,000	59,236,000
<u>Free Advertising Dollars Leveraged from Media Impressions Only</u>		
April	\$137,000	\$136,000
May	\$115,000	\$178,000
June	\$129,000	\$95,000
Total	\$381,000	\$409,000

*Website Hits/Visitors are not available for this time period due the website consultant's inability to complete the website update.

**Social Media was launched 1st Quarter 2011.

Proposed 2011 Third Quarter Image & Communications Activities

- Continue to refine social media features
- Publish Summer 2011 Newsletter

SPECIAL PROJECTS

MTA Call for Projects Grant Application for Fashion District Phase 3 Streetscape Project

The BID has partnered with the Bureau of Street Services to submit a grant application for Phase 3 of the Fashion District Streetscape Improvement Project. There is a lot of competition for these funds and if we are successful we will have secured \$5.2 million for this 40 block long Streetscape Improvement Corridor through the Fashion District. We thank Council District 9 staff, the Bureau of Street Services, and the Los Angeles City Council for their support of this project. Funding announcements are expected in July.

Uniform Parking Signage Project

Remaining funding from the grant procured with the assistance of Congresswoman Lucille Roybal Allard, Congressional District 34, the BID is developing a 3-part parking navigation system for the LA Fashion District. The first part of this system was installed in 2010 when 24 wayfinding signs were enhanced with parking icons that direct drivers to parking lots. Part two of the system features parking medallions that will be installed in entry ways to upper floor parking lots. The BID contacted the Department of Housing and Development to obtain approval for the expenditure. We are expecting a response in July.

Proposed 2011 Third Quarter Special Projects Activities

- Continue work the Uniform Parking Signage Project.
- Continue to seek grant funding for the Fashion District Streetscape Improvement Project – Phase 3.

ATTACHMENTS

1. *1st Quarter Financial Summary*
2. *2010 Annual Report*
3. *BIDLines newsletter, Spring edition*



LA Fashion District Business Improvement District

2011 Activity Reports

Third Quarter

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II Attachments

2011 OPERATING BUDGET SUMMARY

The third quarter improvement and activity financial results are outlined in *Attachment 1*. The total improvement plan budget for the 2011 Fashion District BID is \$4,225,000.

FINANCE

BID Assessment Rates

The Board approved no assessment increase for BID parcels in 2012. In 2010 and 2011 the North Alley Overlay and the South Alley Overlay assessments were temporarily reduced using surplus funds from the 2009 assessment revenue. The LA Fashion District Board of Directors also agreed to restore a portion of the 2009 base level assessments to fund programs and services as approved in the Management District Plan as follows:

- North Alley Overlay: \$21,360 increase to bring total 2012 assessments to \$288,360
- South Alley Overlay: \$18,560 increase to bring total 2012 assessments to \$250,560

Assessment Increases for the North and South Alley Overlays

On Tuesday July 12, 2011 the BID was informed by the City Clerk's office that the Board's recommendation on assessment increases for the North Alley Overlay and the South Alley Overlay were not in accordance with the Fashion District Management District Plan (MDP). These assessment increases were submitted to the City Clerk on May 25, 2011. The City believes the BID cannot increase the Overlay assessments by more than 8% because of the Cap set out on page 5 of the MDP. The BID believes the increases approved by the Alleys and adopted by the Board are fully compliant with the MDP and Proposition 218 however the City Clerk will not send the assessment data to the County that is due this month. The essence of the disagreement results from previous decisions the Board of Directors made in 2009 and 2010 and approved by the City Clerk to substantially reduce North and South Alley Overlay assessments in 2010 and 2011. These reductions were made to "refund" the substantial surplus from 2009. Those reductions have put the 2011 assessment rates over \$100,000 below the 2009 base year for the North Alley and nearly \$90,000 below the 2009 base year for the South Alley Overlay. As a result when surplus dollars are used up there may not be enough funds to deliver programs/services without a substantial increase to Alley assessments. In order to obtain City approval for those eventual assessment increases the City requires the Fashion District Board to modify the MDP and Planning Report for FY 2011 and circulated to all property owners in the district notifying them of a public hearing.

Board Members discussed the options and approved the amendment of Point #5 of the LA Fashion District Planning Report for Fiscal Year 2011 as follows:

For property owners in the Santee Alley Overlay zones, the estimated surplus from 2010 in the amount of \$56,000 for the North Alley Overlay and \$100,000 from the South Alley Overlay will be applied to temporarily reduce the 2011 assessments below the 2009 base year. The estimated surplus in the amount of \$37,000 for the North Alley Overlay and \$100,000 for the South Alley Overlay will be applied to temporarily reduce the 2012 assessments below the 2009 base year. The 2012 assessment rate will be adjusted upwards to accommodate the projected increase in costs for the programs and services in the North Alley Overlay and the South Alley overlay. It is projected that the 2013 assessments may need to be restored to the 2009 base levels for the both the North Alley Overlay and the South Alley Overlay.

2012 Budget Review

All BID committees met during the 3rd quarter to review the proposed 2012 budget and to prepare recommendations for Board approval at the November meeting.

Proposed 2011 Fourth Quarter Finance Activities

- Submit 2012 Budget to the City Clerk

PUBLIC SPACE MANAGEMENT ACTIVITIES

2011 Annual Budget

\$2,715,829

64% of the budget

This portion of the budget is allocated to all Clean & Safe Program Services.

PUBLIC SPACE SAFETY PROGRAMS

Third Quarter Contact Summary

Illegal Vending activity decreased during the 2011 Third Quarter with 1087 incidents recorded. This is a decrease in activity compared with 2010 Third Quarter incidents recorded.

Disorderly Conduct and **Disturbance** totals increased significantly over last year's records as did **Graffiti** and **Robbery/Vandalism** incidents.

As a proactive precaution against criminal activity, the BID continues conducting **Location Checks for Crime Prevention** with 12,618 individual location checks recorded during the Third Quarter of 2011.

Homeless Encampment Survey

BID Safe Team officers counted 69 encampments within the boundaries of the district. 38 vulnerability interview surveys were completed and 31 homeless individuals declined to be interviewed. We are working with City Officials to move the homeless into housing.

The LA Fashion District helped convene an exploratory meeting with Community Solutions and LAMP, two social services agencies and the Downtown Center BID to develop an outreach strategy for encampments in Skid Row and in Downtown. Community Solutions has had success in Times Square in significantly reducing encampments there and we have agreed to try the same approach in Downtown Los Angeles. Philadelphia has just completed a study confirming the success of this approach. LAMP and Community Solutions have access to permanent supportive housing for these chronically homeless individuals. We will work together over the coming months to try to reduce the number of encampments downtown.

Changes at LAPD Central Division

SLO Randy McCain and eight other officers were reassigned to other areas in Los Angeles. Officer McCain was recognized and thanked for his many years of service. SLO Tracy Fischer will continue to work in the area.

Meeting with LAPD Chief Charlie Beck and Central Division Captain Todd Chamberlain

On July 7, 2011, we met with LAPD Chief Charlie Beck and Central Division Captain Todd Chamberlain. Crime has continued to decline in virtually every neighborhood in Los Angeles and in every category of crime. Figures for the first six months of 2011 show nearly a 10% decrease. However, the Chief expressed concerns about the state budget cuts to the Attorney General's office and the Parole Division which will put more burden on law enforcement at the local level.

Todd Chamberlain outlined the impact of the recent court injunction severely limiting the City's ability to remove trash and abandoned property from the streets and sidewalks of Skid Row (see attached). We discussed crime hot spots in the Fashion District and are continuing to work closely with LAPD to keep the LA Fashion District one of the safest neighborhoods in the city. (Please see Attachment 2)

LAPD Update

The July 19th Operations Committee meeting was attended by LAPD SLOs who reported on the injunction to prevent city services from collecting personal belongings from the streets and sidewalks. Encampments are up. One of the shelters closed. Prisoner releases are up and 25% of those people have nowhere to go.

Commander Smith Talks to National Public Radio About Illegal Animal Sales

National Public Radio (NPR) recently interviewed LAPD Commander Andrew Smith about illegal animal sales. Cmdr.

Smith is the former Captain of Central Division and became very familiar with the problem during his tenure in downtown. In the story Smith talks about how Los Angeles is cracking down on illegal animal sales. Thousands are sold on downtown streets every year. Recently, an ordinance went into effect that raises fines on the buyers, but curtailing this underground economy will not be easy.

Behind the wheel of an undercover car, Los Angeles Police Department Cmdr. Andrew Smith admits the nickname Dr. Dolittle isn't the toughest moniker a cop could have. "But I guess it fit OK, and I didn't really mind," he says. Over the years, Smith became well-known for having a soft spot for the tossed-away animals found on LA's downtown streets - its fashion district sitting at the heart of the illegal animal sales. The new ordinance increases fines to \$250 and \$500.

Proposed 2011 Fourth Quarter Public Safety Activities

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district.

PUBLIC SPACE MAINTENANCE PROGRAMS

The Fashion District BID maintenance programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

Trash Compactor Pilot Project Proposed

At the Operations Committee meeting on September 21, Members discussed the pros and cons of the Big Belly Trash Compactor and initiating a pilot project to analyze performance. The Operations Committee recommended purchase of 6 units to be installed on Maple Ave between Olympic and 12th Streets, to test the performance in the highest trash volume area in the district. If the results are positive then additional units will be purchased and installed with the goal of reducing collection and hauling costs. A demonstration unit at 9th and Los Angeles has been operating efficiently for the past year. The Board of Directors approved funding and the project is moving forward. One of the immediate challenges is navigating the City's permit process which is already delaying installations.

Graffiti Removal

2011 third quarter graffiti removal records show a marked increase in the numbers of graffiti tags compared to 2010.

<u>Graffiti Removal – 3rd Quarter</u>	2011	2010
July	489	315
August	640	413
September	643	403
Total	1772	1131

Trash Tonnage

There was a decrease in trash tonnage over last year's records. 42,725 trash bags were used during the third quarter.

<u>Trash Tonnage– 3rd Quarter</u>	2011	2010
July	163	171
August	164	181
September	153	161
Totals	480 Tons	513 Tons

Sidewalk Cleaning

4,615,066 square feet of sidewalk was cleaned during the third quarter by scrubbing and pressure washing.

- Sidewalk Scrubbing: 493,223 sq. ft.
- Pressure Washing: 4,121,843 sq. ft.

2011 Third Quarter activity shows an increase in service compared with 3,942,140 square feet of sidewalk cleaned during 2010.

Proposed 2011 Fourth Quarter Public Maintenance Activities

- Launch Trash Compactor pilot project
- Continue to work to educate property owners and merchants about appropriate trash collection procedures.

ADMINISTRATION, IMAGE & COMMUNICATIONS, SPECIAL PROJECTS ACTIVITY

2011 Annual Budget

\$632,749

15% of the Overall Budget

This portion of the annual Fashion District BID budget includes all Administration, Image & Communications, and Special Projects service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

ADMINISTRATION PROGRAMS

GOVERNANCE

Annual Election of Members to the BID Board of Directors

In August all qualified property owners within the boundaries of the LA Fashion District Business Improvement District (BID) received a mailed invitation to become a candidate in this year's election to seat 6 Members to the Board of Directors. In November, all eligible property owners, or their representative, will be asked to vote for their candidates by a mail-in ballot.

All candidates must be a property owner or their representative in good standing with all assessments paid in full by the Board approved record date of September 15, 2011. All terms will commence on January 1, 2012. The deadline file candidacy declaration forms was Monday, September 12, 2011 at 5:00 pm.

Six candidates volunteered and are qualified to serve. According to the BID Bylaws ballots must be mailed, regardless of the cost to prepare and mail the ballots, and votes cast to allow for write-in candidates. Ballots will be mailed on November 1. Results will be announced at the Board meeting on December 15.

ADVOCACY

Lancer Site and Request for Support to Amend 2003 Land Pledge Agreement

Council District 9 asked for support from the LA Fashion District to amend a 2.6 acre land pledge agreement to a \$3.6 million cash pledge. The currently vacant site at 4105 S Alameda Blvd will be purchased by four apparel manufacturing companies. The \$3.6 million in pledge funds will be trusted to the City of LA Parks and Recreation Department for use at existing recreation facilities in the area. Council District 9 seeks support from the LA Fashion District to demonstrate the

need for increasing the apparel manufacturing industry and job growth in Los Angeles. At their meeting on September 22, 2011, Board Members voted to approve the amendment and to send a letter of support to Council District 9.

BIDs Recognized with National Award for Work to House the Chronically Homeless

We are pleased to announce that the LA Fashion District BID and the Hollywood Entertainment District BID were awarded the 2011 Merit Award from the International Downtown Association (IDA) for their work on a Task Force to create a plan to house the chronically homeless in Los Angeles.

The IDA Downtown Achievement Awards celebrate and communicate the most successful and innovative efforts in worldwide downtown development. For the 26th year, IDA is recognizing special achievements in multiple program categories including Planning, Public Space, Economic and Business Development.

The two BIDs were recognized by IDA for the partnership they forged over a 14-month period with the LA Chamber of Commerce and the United Way in helping to create the “Home for Good” plan that has helped hundreds of homeless find permanent housing. The plan is available online at www.homeforgoodla.org

This is the third award the LA Fashion District BID has received from the International Downtown Association.

Concerns about Bike Lane Installations Proposed by LADOT

The City of Los Angeles approved a plan to install bike lanes throughout the LA region including several sites in the LA Fashion District. At the Council meeting Kent Smith testified that removing parking for bike lanes is not business friendly. Bike lanes are proposed for Spring/Main, 7th Street, and Maple Ave. We are working with AECOM and subcontractor Iteris to review the proposal and provide a report for LADOT and the City.

The 2010 Bicycle Plan (2010 Plan) represents a new commitment by Los Angeles to complete streets and recently adopted by City Council on March 1, 2011. It is part of a move away from the auto-centric approach of the past, and toward a sustainable transportation system—a system which supports motor vehicle use, but also enables the use of streets by other modes, such as bicycling, walking, and transit, and acknowledges the use of streets for other purposes, such as recreation, retail and public gatherings.

The 2010 Plan designates an ambitious 1,684 mile bikeway system and introduces a comprehensive collection of programs and policies. The 2010 Plan introduces three new bikeway Networks: the Backbone, the Neighborhood Network, and the Green Network. The character, choice of street segments, and processes of implementation for these three networks are intertwined, and build off the existing 334 miles that have been installed over the past thirty plus years.

Main and Spring Streets in the LA Fashion are designated as Priority 1 conversion streets.

Downtown LA Neighborhood Council’s (DLANC) Complete Streets Working Group is discussing the possibility of introducing bike lanes on downtown streets. One of the options being considered by LADOT and DLANC for Main Street would require the elimination of parking on both sides of Main Street. For businesses south of Olympic Blvd. this would be very problematic. We attended a recent Complete Streets Working Group meeting where we learned that support for the bike lanes is very high.

We will continue to track this proposed project and support alternate routes. The BID asked Council Districts 9 to support the LA Fashion District BID’s reservations and concerns about removing parking on Main Street for bike lanes.

Design for Development Updates

➤ **CRA Reinstates Funding for the LA Fashion District Study**

On July 21, 2011 the BID submitted a letter to CRA CEO Christine Essel urging continued funding for the Specific Plan/EIR efforts that are critical to managing the growth and evolution of the district over the next ten years.

When we learned that work on our District Study had been halted due to State budget cuts we crafted a summary of the efforts that are already 60 percent complete, that the Plan has acquired broad-based support, successfully built a coalition of stakeholders, and crafted a vision for our District's future that is compelling and pragmatic.

Ms. Essel responded with appreciation and a request to share the letter with Council Members Perry and Huizar. We are pleased to report that funding was reinstated and that AECOM is back to work on the study. The timeline completion is now approximately 60 days off advancing publication to early 2012.

➤ **Fashion District Study Update**

On September 15th BID staff members Kent Smith and Lynn Myers were invited by the Community Redevelopment Agency and AECOM to preview and evaluate streetscape design options for the LA Fashion District Study. The AECOM staff presented exciting design plans that will create unique destination attractions for every area of the district. The BID appreciates the opportunity to weigh in on the early design options to comment on what can help improve and grow the marketability of the district. The draft plans will be presented for public comment at upcoming Community Outreach meetings.

➤ **LA Fashion District Park Proposal**

The LA Fashion District, while one of the most walkable neighborhoods in Los Angeles, faces an acute lack of open space. The Design for Development project by AECOM and CRA/LA is seeking to address this critical need. One of the first opportunities is to apply for the Prop 84 Statewide Park Program grants, which is due July 1st. This grant will help provide the funds to create a park at the east end of Olympic Boulevard.

The proposed site is presently owned by the City Market of Los Angeles. The current buildings on the site are mostly vacant and a prime redevelopment opportunity. It is a high pedestrian traffic area in the Fashion District close to Santee Alley and San Pedro Wholesale Mart and will serve both visitors and residents. Proposed park features include: seating areas and landscaping, lawn area, events plaza, shade trees, restrooms and cafes. The grant application is a very competitive process, but we are hopeful that the Fashion District will be a very strong candidate. Both Community Meetings were held at the Upstairs Gallery in City Market.

On Wednesday, October 28, we met with a representative from California State Parks for a site visit at City Market. This visit was part of an application for Prop 84 grant funding to create a park at San Julian and Olympic Blvd. The application was submitted by the Community Redevelopment Agency of LA in cooperation with AECOM. We thank Peter Fleming of City Market for hosting the site visit. Over 475 applications requesting \$1.6 billion in funding were received. That far exceeded the \$184 million available. Grant awards will be announced in Spring 2012.

LA Fashion District Business Improvement District (BID) – Sidewalk / Curb Condition Survey

The LA Fashion District BID conducted a comprehensive survey to ascertain the condition of sidewalks and curbs in the 100-block district. 515 locations were identified as problem areas and with some presenting hazardous conditions for pedestrians.

The BID conducted the survey as part of its Clean & Safe programs as promised in the District Management Plan that was approved by the City of Los Angeles and a majority of the property owners in the 2008 BID Renewal:

Section 3.Safe and Clean Programs. Maintenance Problems Requiring Third Party Intervention (page 16) states:
Problems are monitored that create blighted or unsafe conditions within the District, but are not within the authority/jurisdiction of the BID to repair or correct. Requests are made to the responsible party/agency for the repair within the District boundaries. Types of problems include blocked or damaged sewers or drains, damaged sidewalks/streets/alleys, non-operating streetlights, damaged or missing street signs, etc.

The survey was sent to the City of Los Angeles City Clerk's office and the City Attorney's offices. We are developing a Sidewalk/Curb Survey to be posted on the FD website for property owner reference. The survey will include the Block Number, Site Address, Condition, and Between Streets for each entry, photos and an LA Fashion District map to assist with locating Block Numbers. We are announcing the survey availability via the BID's property owner newsletter and weekly email newsletter.

BID Requests Council Assistance to Repair Street Lights

The BID conducted a district-wide survey of street lights and found 73 broken lights. We submitted requests to Council Districts 9 and 14 for assistance and both Council Districts immediately began work to ensure repairs. We learned that some of the lights are under the jurisdiction of the City of Los Angeles, others under the Safer Cities Initiative program, and others still others under the Department of Water & Power.

We urged the Council Districts to ensure that all downtown street lights to work and receive regular maintenance. More stores and restaurants are staying open in evening hours in the BID. There are more residents in the area. Artwalk has expanded its boundaries south into the district. Street lighting is a critical component to public safety. The BID will report on progress.

LA Flower Market has the Largest Privately Owned Solar Installation in Los Angeles

The LA Fashion District's [LA Flower Market](#) just got greener. On Tuesday, September 27, 2011, the LA Flower Market held a press conference that officially welcomed the installation of a 280kw Solar Electric System that will now harness power from the brightest star to generate energy for their many vendors that sell flowers. This amazing feat marks the LA Flower Market as the largest privately owned commercial system that LADWP has in their system at this time, with 1,246 solar panels installed by Schuco USA.

Councilwoman Jan Perry, chair of the Energy and Environment Committee, the Board of Directors of the American Florists Exchange and the LADWP were present to help celebrate this milestone in transporting the historic facility into the 21st century.

"It is very fitting that the largest flower market in the United States is leading the way for the present and future of renewable energy. This solar project is an example of how sustainability and growth can coexist and flourish," said Councilwoman Perry. "I commend the Los Angeles Flower Market for championing green energy."

Here are some benefits that the solar system installation will provide for the LA Flower Market:

- Offset 90% of the Market's usage for its largest meter
- Reduce 8,724 tons of CO2 over 25 years
- Provide estimated savings of \$748,276 over 25 years
- Savings is the equivalent of 28,389,080 miles not driven

City of Los Angeles New Planning Commissioner

We met with Justin Kim, the newest member to the Planning Commission appointed by the Mayor. He is the principal appraiser with TMG Realty Advisors and has over 15 years experience in real estate appraisal and consulting. Most interestingly, he has done a number of appraisals in the LA Fashion District including commercial condos in San Pedro Wholesale Mart. He showed a recent sale of a 1,000 sq ft condo (Feb 2011) that sold for \$2,900,000 or \$2,725 per square foot! He believes this is one of the highest price real estate transactions in downtown Los Angeles and he is committed to helping the Fashion District retain and increase real estate values in his role as a Planning Commissioner.

New Bus Benches

The City of Los Angeles recently signed a contract with a new bus bench provider. The current plastic benches will be replaced with metal benches. Work will begin soon in the LA Fashion District.

New Online Business Assistance Available from the City of Los Angeles

Property owners were informed about the new Los Angeles Works Newsletter available at www.losangelesworks.org published by the Mayor's Office of Economic and Business Policy that announces new resources and developments to advance its mission of retaining, growing and attracting quality jobs and businesses to Los Angeles. Assistance for small, large, growing, and international business is available through the website's informative online tools including:

- Find Support for Your Business with Resource Finder 2.0
- LA Business Headlines

- Find Business Incentives and the downloadable 2011 Funding Resources and Business Incentives Manual.

Public Hearing for Umami's "Flagship" location in the Fashion District

We spoke at the **Zoning Administration's** public hearing for Umamicattessen which is proposing a 6,000 sq ft 24 hour restaurant/delicatessen with music on Broadway between 8th and 9th streets. The representatives from Council District 14 also spoke in favor of the project. The Zoning Administration will make a decision on the project by September 30, 2011.

Street Car Update

A new route is being studied as part of the Environmental Impact report: S/B on Broadway, west on 11th, north on Figueroa, and east on 7th.

Proposed 2011 Fourth Quarter Administration/Advocacy Activities

- Continue to advocate for the Fashion District BID.
- Participate in the CRA's Design for Development Plan for the Fashion District.
- Administer annual Board of Directors election process.

IMAGE AND COMMUNICATIONS

The LA Fashion District BID Image & Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

Gap & Target Both Use Downtown Los Angeles as Part of their Marketing Campaigns

Both Gap and Target are featuring two specialties of Downtown Los Angeles, the denim industry and the city's urban, coolness factor, respectively, as a central elements in their recent marketing campaigns.

For Gap, their marketing effort features vignettes filmed inside their 5,400-square-foot creative design studio in downtown Los Angeles near the LA Fashion District. The videos give an inside look at how they design their 1969 jeans. According to the Los Angeles Times, Gap's move last year to Los Angeles was intended to boost the authenticity of the 1969 brand and bring their line close to the heart of the designer denim industry: downtown Los Angeles. "This is the center of creativity," said Seth Farbman, Gap's newly hired global chief marketing officer.

Target's newest advertisement for their Vintage Varsity Collection called "Cool Never Fades" was filmed in Downtown Los Angeles. Erin Weinger of Style Section L.A. took note of this commercial and explained that it demonstrates the real reason why people visit Downtown. She says that it shows that the "powerful, arts and fashion-driven downtown scene is the real reason for the area's newfound mass street-cred" and makes it the prime location to market Target's hip clothes.

We are excited to see that Downtown is getting noticed by major brands, and that new restaurants and events in our district such as Pattern Bar and Art Walk Goes Fashionably South are contributing to the neighborhood's "newfound mass street-cred."

Art Walk Goes Fashionably South

Several new pop-up galleries, fashion events and a parking lot full of food trucks drew the largest crowd this summer of fashionable, art walk patrons to the district for Art Walk Goes South to the LA Fashion District for the Summer. The popular event took place on Thursday, August 12, 2011.

In between 7th and Los Angeles Street, The General Store Pop-Up showcased a selection of local good and handcrafted beers and cocktails for the first time in the LA Fashion District. The art attraction of the night was Edition One Hundred, a curated limited edition collection of hand-signed art prints for \$100 with 10% of each print sale goes to a charity of the artist's choosing. Attendees also enjoyed crafted beer from Mumford Brewing, handcrafted cocktails by Bitter Tears, and Sassy Candy's uniquely custom flavored cotton candy.

Over at 824 Los Angeles Street, T&A Showroom, Secret Service Showroom and Shop.Share.Love! showcased a fashion-meets-art exhibit on every floor of the 5-story edifice. The rooftop was transformed into a lounge with a live DJ, bar and the Downtown Los Angeles skyline as the backdrop. Along 9th Street and Los Angeles Street, several restaurants kept their doors open to celebrate Downtown Art Walk. Pattern Bar, the newest addition to the LA Fashion District nightlife, served their signature drinks to a bustling crowd. Gram & Papa featured their monthly art exhibit by SA Studios Global while Woodspeen, Tiara Café and L'Angolo also kept their kitchens open.

As a result of the recent Art Walk food truck ban in between 3rd Street and Main Street, the LA Fashion District had 17 trucks in the district, in a parking lot on 710 Los Angeles Street. We are happy to report that the influx of these food trucks did not disturb an orderly environment in the district. The food trucks received lots of hungry art walk goers and several kiosks displaying avant-garde clothing set up in the parking lot for shoppers and foodies to see and purchase.

Another of the monthly event that draws thousands into Downtown took place Thursday, September 9, 2011, with hundreds of Art Walk goers in the LA Fashion District. As a result of the recent Art Walk food truck ban in between 3rd Street and Main Street, the LA Fashion District opened two parking lots on Main Street, next to the Dearden's building, for dozens of food trucks to serve hungry attendees. Art Walk attendees and foodies enjoyed tasty treats from popular food trucks such as The Flying Pig and Pico de Gap. We are happy to report that the influx of these food trucks did not disturb an orderly environment in the district. Additionally, the LA Fashion District BID Safe Team Officers were on site.

Macy's Passport Presents Glamorama, A Spectacular Hit!

Macy's Passport Glamorama took place on Friday, September 23 at the Orpheum Theatre in the LA Fashion District. Macy's 13th annual Glamorama-themed ARTRAGEOUS produced another high fashion and fierce performances event together again for one unforgettable night at the LA Fashion District's **Orpheum Theatre for the second year**. Featured performances and designers included Bar III, Calvin Klein, Karl Lagerfeld for Impulse, Tracy Reese and more. There was a special performance by Cee Lo Green and Far East Movement. **California Market Center** once again hosted the popular after-party. Proceeds will benefit the Aids Project Los Angeles and Project Angel Food.

Broadway Arts Center Explores Affordable, Creative Spaces in Downtown

The BID informed property owners about the City of Los Angeles Department of Cultural Affairs (DCA) partnership with Bringing Back Broadway, Community Redevelopment Agency of the City of Los Angeles (CRA-LA), City Planning Department Urban Design Studio, Local Initiatives Support Corporation (LISC), California Institute of the Arts (CalArts), Actors Fund Housing Development Corporation and Artspace Projects to explore new, affordable, mixed-use creative facilities in downtown Los Angeles. The project is called the **Broadway Arts Center (BAC)**.

Owners were encouraged to participate in two surveys to help the team understand the space needs of the creative community in the Los Angeles region.

Holiday/Resort Edition of Los Angeles Fashion Market

From Monday, August 8 through Thursday, August 11, key buyers worldwide came to the LA Fashion District to do business for the Holiday/Resort LA Fashion Market. The California Market Center (CMC) saw retailers from Planet Blue, Fred Segal, LF Stores, Kitson, Nasty Gal and Zappos. These retailers not only visited the showrooms but were also there to see the SELECT Contemporary Tradeshow, FOCUS Apparel & Accessories Show and TRANSIT LA Shoe Show. The CMC

Press Office reports that showroom representatives and exhibitors shared a positive outlook, pleased by the quality of buyers and great orders left behind despite the close timing to the MAGIC show in Las Vegas. Buyers also visited the Designer & Agents Show in the New Mart Building, showrooms in the New Mart, Cooper Building, Lady Liberty Building and Gerry Building.

Publicity

Popular KFWB Talk Radio Show Features the LA Fashion District

On July 22, 2011, KFWB News Talk 980 dedicated their Friday morning show “KFWB on Your Corner” to discuss all the great aspects of Downtown Los Angeles. BID Executive Director Kent Smith, was interviewed live in the KFWB studio at the City Club. Kent talked about the LA Fashion District and Flower District, the various stores to shop at in the Santee Alley and around the district as well as the boom of commercial and residential real estate in the district. This was a great opportunity to inform the public about our district.

Blogger Brigham Yen’s Tour of the LA Fashion District

Excerpt from BrighamYen.com article titled “Gap Highlights L.A. in Global Marketing Campaign, Elevating Downtown LA’s Fashion District to Another Level”

I always knew that our Fashion District in Downtown LA was amazing, but I didn’t know *how* amazing it truly is. I felt compelled to learn more after the Gap marketing campaign launched earlier this week, and as a result, I went on a fantastic tour of the Fashion District this week where my guide was Annie Chang, the Fashion District’s maven (aka Public Information Coordinator from the [Fashion District BID](#)).

We stopped by and spoke to the Senior Vice President of Leasing, Sue Bhanubandh, at the [California Market Center \(CMC\)](#) who explained to me the inner workings of the Fashion District’s wholesale buying process and just how expansive LA’s showroom facilities are where there are 900 showrooms in the CMC alone. The CMC happens to be the largest out of many other fantastic wholesale showroom buildings in the Fashion District where some other standout ones include [The New Mart](#), [The Cooper Design Space](#), [Gerry Building](#), and [Lady Liberty](#).

Apparently over the years, as Downtown LA started to revitalize, the Fashion District was definitely not left behind as the quality and caliber of designers and brands offered wholesale to retailers have increased dramatically attracting even more buyers from across the world. Bhanubandh said “buyers come from everywhere including Europe, Canada, Mexico, Japan, China, Singapore, Malaysia, and all across the United States including New York.”

Steadily, Los Angeles has become **one of the main global centers** and authorities on fashion, where New York is the center of couture fashion, LA is the center of contemporary fashion. Companies like Gap are starting to realize that and are contributing to our creative and urban revival and keeping LA relevant and the buzz going on the world stage.

I ended my tour in the Fashion District with a peek inside some of the amazing showrooms (not usually open to the public) that transported me to an urban heaven I didn’t know exist here in LA. The Fashion District is so large there was no way I could have seen all of it in a few hours, so I will definitely be back soon.

Mondette’s Shopping Guide to Downtown Los Angeles Lists Two LA Fashion District Stores

Excerpt from Mondette’s “Shopping Guide to Downtown Los Angeles”

Downtown Los Angeles is by far the most bustling neighborhood of the city. Whereas other go-to destinations like the bohemian Eastside or creative-chic Venice have developed a distinct personality, the beat of the DT streets isn’t quite as clear. MOCA, Walt Disney Concert Hall, Skid Row, the Wholesale Fashion, jewelry, produce and flower district as well as

some of the city's most prestigious galleries are all within five blocks of each other, making for a high-low mix that's difficult to match. Artists of all kinds are drawn to this clash of cultures and many of LA's best fashion designers have chosen to reside in the eclectic neighborhood ([Raquel Allegra](#), CFDA finalist [Gregory Parkinson](#) and [Michel Berandi](#), just to name a few). Downtown is also one of the city's few walkable areas, so hit the pavement to find more than a few sartorial surprises.

Local design duo [martinMARTIN](#) (713 S Los Angeles Street) offers a modern minimalist silhouette for men and women, held entirely in black and white (with occasional pop-ups of shades of grey). Favorites are the intricately draped, bias cut dresses. After splurging on any of these sleek pieces, don't be surprised if you end up enjoying a bacon-wrapped hot dog made on a pick-up truck parked on the street.

For vintage fans, the soon-to-be opened (officially at the end of the month, but appointments are already being made) [New/Found](#) is nested in the Cooper Building (which also houses well over a hundred designer showrooms). The store offers a designer-heavy selection including pieces by Alaïa, Chanel, Hermes, Dior and the likes, alongside tightly curated, contemporary apparel from local labels (860 S Los Angeles Street, Ste 711).

New Restaurants

The LA Fashion District is seeing more restaurants open this year than in previous years especially along 9th Street. This is very positive as one of our overall goals is to encourage development of more amenities to the wholesale buying area.

Pattern Bar Adds to Growing Base of Evening Attractions

Pattern Bar opened in the LA Fashion District on July 29, 2011 and has attracted plenty of attention from the popular email newsletter Daily Candy to The Run Down LA blog. Co-owners Alejandro Meza and Eduardo Castillo have set up shop on 9th & Main Streets with a full-service bar, Spanish-inspired dishes and good vibes. Appropriately named, Pattern Bar also serves up signature cocktail drinks that pay homage to haute fashion houses like The Dior (Belvedere Vodka with a hint of orange bitters), The Chanel (Chinaco Re-posado with fresh cilantro) and The McQueen (Hendricks Gin and passion fruit). We are excited to have a new addition in our neighborhood and an evening spot that shoppers, buyers and locals will enjoy.

The district welcomed more new restaurants **Garage Pizza, Casa Jalapeno, Spring for Coffee, Tasting Kitchen, Umami Burger** and **Two Boots Pizza**, and said au revoir to **Café Angelique**. The long-time French restaurant Café Angelique in the Fashion District has closed its doors. Angelique was a unique attraction in our district and its French inspired dishes were a favorite among many Fashion District visitors, residents and employees. We are sad to see it close. Though there are no signs stating what will happen next - we are optimistic about seeing a new business venture open soon at this popular location in the LA Fashion District.

Recently, Chef Casey Lane revealed plans to open **Tasting Kitchen**, a sophisticated hip farm-to-table restaurant originated in Abbot Kinney, in the LA Fashion District's former Angelique Café location. The new eatery, described as a "true gastropub" with Old Hollywood inspired aesthetics, is under construction and is proposed to open for business by New Year's Eve. We are excited for a new, highly popular restaurant to enhance our district's growing nightlife.

The highly popular pop-up restaurant **LudoBites** returned to the LA Fashion District's Gram & Papa's for the summer – a positive indication of exciting evenings in the LA Fashion District to come! "I love the energy of Downtown, of the Fashion District," Chef Ludovic Lefebvre told Los Angeles Downtown News. "Gram & Papa's was the best LudoBites we ever had." Online reservations via OpenTable (which once crashed due to the amount of foodies attempting to save a slot) will be available starting at 4 p.m., July 14th. LudoBites operated for 22 nights, with 110 slots available each night, from Tuesday to Friday, starting August 3 to September 10.

The Los Angeles Times hosted a 4-day culinary event called **The Taste** over Labor Day weekend. Among the various events throughout Los Angeles, one took place in the Fashion District. On Sunday, September 4, **Food Noir**, presented by Peroni offered foodies and fellow Angelenos a palatable opportunity to indulge in a uniquely creative food and film

experience. Broadway, between 8th and 9th Streets were closed from 8pm-12am, as Los Angeles' most celebrated restaurants and chefs served up 'noir' inspired dishes, wine and spirits. While partaking in amazing chef creations, foodies were also invited to watch classic mid-20th century films in the iconic **Orpheum Theater**.

Summer Newsletter

The summer newsletter was produced and will be mailed during early October. See Attachment 2.

Website Activity

The new Fashion District website is hosted by a different company from the previous website. 2011 activity records are not comparable to those of 2010. Annual comparisons will be available starting in 2012. Social Media activity records started tracking during the 2nd Quarter.

2011 Third Quarter Media Impression, Website Hit, Website Visitor, Social Media Activity
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Website Hits

July	604,869
August	749,275
September	656,667
Totals	2,010,811

Website Visitors

July	23,901
August	29,913
September	26,055
Totals	78,869

Media Impressions

July	18,530,439
August	40,353,727
September	9,981,755
Totals	68,865,921

Free Advertising Dollars Leveraged

July	\$155,130
August	\$200,027
September	\$141,344
Totals	\$496,501

Records below show first quarter activity for the new Fashion District Social Media effort.

Social Media

Facebook

July	954
August	716
September	610
Totals	2280

Twitter

July	89
August	129
September	118
Totals	336

Blog

July	2,430
August	2,663
September	2,058
Totals	7,151

Proposed 2011 Fourth Quarter Image & Communications Activities

- Continue to refine social media features
- Publish Fall 2011 Newsletter

SPECIAL PROJECTS

BID Appeals to Metro TAC for Streetscape Funding

On Tuesday, August 9, 2011, the LA Fashion District Business Improvement District (BID) in partnership with the City of Los Angeles Bureau of Engineering appeared before the Metro Technical Advisory Committee (TAC) to present an appeal for funds to complete Phase III of a district wide streetscape improvement project in the district.

The last leg of this multi-phase project will complete a 40-block pedestrian corridor linking the LA Fashion District with downtown starting at 7th Street and ending at the Blue Line. Phases I and II were already funded by Metro. Phase I construction was completed in 2010 the area of Olympic/Maple/Santee/Pico. Phase II design work is underway for 7th / Los Angeles / Olympic.

The Phase III Pedestrian/Streetscape Improvement Project route will extend from the intersection of Pico/Maple, east to San Pedro Street, and south to connect with the Washington Blvd. Blue Line Station. Improvements will include colorful crosswalk pavers at street intersection, new bus benches, trees, and other amenities that improve the pedestrian/public transit environment. On July 5, 2011 we learned that our Phase III grant application, while not funded in the first cut, was granted reconsideration by the TAC.

The Metro Call for Projects grant funding process has become highly competitive since the BID successfully procured funding in 2001. We hope that our track record of two previous grant awards totaling over \$3 million for Streetscape Improvements and the vibrant economic activity in the area will help us win a third grant award.

In September we learned that the BID's appeal was denied Phase III Streetscape funding by the Metro Technical Advisory Committee (TAC). The Metro Call for Projects grant funding process has become highly competitive since the BID successfully procured funding in 2001. We had hoped that our track record of two previous grant awards totaling over \$3 million for Streetscape Improvements and the vibrant economic activity in the area would help us win a third grant award. We will work to identify other grant programs as they become available.

Uniform Parking Signage Project

With remaining funding from the grant procured with the assistance of Congresswoman Lucille Roybal Allard, Congressional District 34, the BID is developing parts 2 and 3 of a 3-part parking navigation system for the LA Fashion District. The first part of this system was installed in 2010 when 24 wayfinding signs were enhanced with parking icons that direct drivers to parking lots. Part two of the system features parking medallions that will be installed in entry ways to upper floor parking lots. The BID is working with a consultant to develop a telephone app designed to bring the signage elements together.

In September we learned that the City of Los Angeles will require a permit for each of the 50 medallion signs. This lengthy and expensive process will significantly delay installation of the parking medallions.

9th and Main Median Project

In 2009 the LA Fashion District BID took over maintenance of the 9th and Main median streetscape project that was installed by the LA Department of Transportation. It is a project that started with removal of the contra-flow bus lane on Spring Street. The median streetscape was part of the plan and since it is in the Fashion District we stepped up to the plate and offered to maintain it once it was completed. The median construction, landscaping, lighting, and irrigation were completed in June 2008. We worked with DOT and their contractors to ensure that we were ready to take over maintenance.

However almost immediately several serious problems surfaced including non-working lighting, dying groundcover, and inadequate irrigation. In October 2008 we asked for an investigation and requested that the ground cover be replaced. There were several meetings and no clearly positive results.

Now in 2011 we continue to deal with incorrectly installed irrigation equipment, utility regulators that are impossible for anyone to program, antiquated lighting, and dead groundcover. The City of Los Angeles is focusing on public/private partnerships to fund multiple projects and services in the public environment. This project is a disappointing and now costly lesson for the BID as we are now looking at having to replace many poorly conceived elements of this city-owned median improvement development.

Proposed 2011 Fourth Quarter Special Projects Activities

- Continue work the Uniform Parking Signage Project.
- Continue to address infrastructure problems at the 9th and Main Street median.

ATTACHMENTS

1. 3rd Quarter Financial Summary
2. BIDLines Newsletter, Summer 2011 edition



LA Fashion District Business Improvement District

2011 Activity Reports

Fourth Quarter

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I Fourth Quarter Activities

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- Public Space Safety Programs
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Administration and Advocacy

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- Image & Communications Programs
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- Proposed 2012 First Quarter Activities

II Attachments

2011 OPERATING BUDGET SUMMARY

The fourth quarter improvement and activity financial results are outlined in *Attachment 1*. The total improvement plan budget for the 2011 Fashion District BID is \$4,225,000.

FINANCE

2012 Budget Approval

The Finance recommended no increase to the 2012 assessments and a \$50,000 increase to the reserve for BID Renewal to bring the total to \$300,000.

At their meeting on November 17, 2011 the Board of Directors unanimously approved the 2012 Budget.

2012 Planning Report

At the November 17, 2012 the Board of Directors unanimously approved the 2012 Planning Report which was then submitted to the City Clerk's Special Assessment Department. In December, BID Executive Director Kent Smith met with staff from the City's Special Assessment department to discuss the BID's Planning Reports. The City required submission of a revised format with budget details for both the 2011 and 2012 Planning Reports. The revised formats were distributed at the December 15, 2011 BID Board of Directors meeting where the new formats were approved by unanimous vote.

Proposed 2012 First Quarter Finance Activities

- Prepare for Annual Audit.
- Prepare for BID Renewal.

PUBLIC SPACE MANAGEMENT ACTIVITIES

2011 Annual Budget	\$2,715,829	64% of the budget
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This portion of the budget is allocated to all Clean & Safe Program Services.

PUBLIC SPACE SAFETY PROGRAMS

Fourth Quarter Contact Summary

Disorderly Conduct saw a significant increase in activity with 1,320 incidents recorded compared to 990 incidents recorded in the 2010 Fourth Quarter.

795 Welfare Checks were conducted in the 2011 Fourth Quarter compared to 331 checks in the 2010 Fourth Quarter also showing a major increase in the numbers of direct contacts with people who were in distress and/or living on the street.

As a proactive precaution against criminal activity, the BID continues conducting **Location Checks for Crime Prevention** with 11,541 individual location checks recorded during the 2011 Fourth Quarter.

Changes at LAPD Central Division

At the Operations Committee meeting on November 15, 2011 Department – Central Division SLO Tracy Fischer introduced new SLO Sam Yin. Fischer will replace SLO McCain as the Vending SLO who moved to a different division. Yin will replace Fischer which continues the precedent of SLOs for the district.

New LAPD Newton Division Captain Attends BID Board of Directors Meeting

Captain Jorge Rodriguez, Newton Division, attended the BID Board of Directors meeting on December 15, 2011 for a stakeholder meet and greet. More than half the LA Fashion District's 110 blocks lies within the boundaries of the LAPD Newton Division. Captain Rodriguez reinforced Newton Division's commitment to addressing several key problems in the LA Fashion District. He also is committed to strengthening the partnership between the LAPD and the business community. Captain Rodriguez also dedicated increased foot beat and bike unit presence during the holidays. Captain Rodriguez immediately initiated follow up investigations of nuisance behavior at Duke's Liquor that were reported by several attending Board Members.

New LAPD Central Division Captain Meets with BID Staff

Captain Horace E. Frank has been appointed as Captain of LAPD Central Division. He was recently within the Emergency Services Division, Counter-Terrorism and Criminal Intelligence Bureau (CTCIB) as the Commanding Officer. He began his career as a police officer in 1988. He was promoted to Sergeant in March 1993 and to the rank of Lieutenant in February 1999. After being promoted to Captain in April 2005, Captain Frank was assigned to Southeast Patrol Division as the Commanding Officer, where he led a very successful effort to bring the community and the Division closer together in a successful crime-reduction effort. BID Executive Director Kent Smith and BID Operations Director Randall Tampa met with Captain Frank to discuss issues of concern in the LA Fashion District.

State Parole Realignment Plan Update

BID Executive Director Kent Smith attended a meeting with representatives from state, county and city law enforcement agencies to discuss the impact of AB 109/117 which will reduce the state prison population by 33,000 over the course of a year, in fulfillment of a May 2011 Supreme Court mandate to relieve overcrowding.

The law, which took effect October 1, 2011, authorizes individuals sentenced to non-violent, non-serious, non-sex offenses to serve their sentences in county jails instead of state prisons. It also means that those prisoners, upon release, will be supervised by County Probation instead of the State Department of Corrections and Rehabilitation (CDCR). It is estimated that this will increase LA County Probation's case load by 9,000 during year 1.

Representatives from CDCR, the Sheriff's Department, the District Attorney, County Mental Health and LAPD were there to discuss the changes. The meeting allowed us to express concerns about the possible consequences of these changes to the LA Fashion District and downtown Los Angeles. These concerns include shorter incarceration times for convicted criminals, loss of supervision over certain felons after time-served, an increased demand on the limited supply of job programs and permanent supportive housing units, and additional strain on an already over-burdened social service network in Downtown and countywide. LAPD Police Chief Charlie Beck has predicted that the City could see a 3% increase in crime because of the new laws. We will continue to monitor the situation and work with the agencies to minimize the impact of this realignment of the prison population. A follow up meeting in 60 days is planned to review strategies for dealing with the legislation.

High Wind Damage

The LA Fashion District sustained very little and minor damage as a result of the winds during the first days of December. A tour of the District showed that all of our wayfinding signage was still intact.

Those areas with observable damage included:

1. 15th and Maple – business sign toppled – returned to owner
2. 1500 Santee – Awning and wrought iron support damaged and left dangling – removed by BID
3. Spring & Main Streets – toppled tree in the center median - removed by City
4. San Pedro at the 10Freeway – Freeway sign toppled blocking E/B traffic – removed by Caltrans
5. Wall and Olympic – plastic business sign damaged and blown free from building – removed by BID

Huntington Hotel Now a Good Neighbor

After a decade of problems the Huntington Hotel has turned a corner with new ownership and a great renovation. The LA Fashion District has advocated on every level of city and state government to remove the blight caused by criminal activity at the Huntington Hotel from our neighborhood and business district. The transformation was noted in the Opinion Section of the LA Downtown News and is included as Attachment 1.

BID Welcomes New Security Team Captain

Manuel Madueno was hired to serve as Captain of the LA Fashion District BID Field Office Security Team. Madueno, who previously was the Captain at Downtown Center BID for 7 years, will be the project manager of all the staff at the field office and will be responsible for payroll, scheduling and overseeing the staff training. He started his position on Tuesday, October 4.

Proposed 2012 First Quarter Public Safety Activities

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district.
- Prepare for BID Renewal.

PUBLIC SPACE MAINTENANCE PROGRAMS

The Fashion District BID maintenance programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

Trash Compactor Pilot Project Update

This project is on hold until City permits are secured. The permit process is especially cumbersome due to the requirement of review and approval from multiple different departments in the City system. The BID Board of Directors approved funding for the project in September 2011.

Trash Tonnage

The BID Clean Team reports that trash tonnage on December 1, 2011 was very high. Almost 9 tons of primarily merchant trash was picked up. Safety has been advised and illegal dumping enforcement is going to resume in force. A comparison of 2010 and 2011 November trash totals shows a 4.8% decrease in trash collection in the district. In November 2010 the BID collected 178 tons of trash and during November 2011 we collected 170 tons of trash from the district.

Graffiti Removal

2011 fourth quarter graffiti removal records show an increase compared to 2010.

<u>Graffiti Removal – 4th Quarter</u>	2011	2010
October	922	711
November	751	591
December	457	562
Total	2,130	1,864

Trash Tonnage

There is a decrease in trash tonnage over last year's records. 48,366 **Trash Bags** were used during the fourth quarter.

<u>Trash Tonnage– 4th Quarter</u>	2011	2010
October	170	185
November	170	591
December	208	199
Totals	539	571

Sidewalk Cleaning

4,405,920 square feet of sidewalk was cleaned during the fourth quarter with sidewalk scrubbing and pressure washing.

Proposed 2012 First Quarter Public Maintenance Activities

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.
- Prepare for BID Renewal.

ADMINISTRATION, IMAGE & COMMUNICATIONS, SPECIAL PROJECTS ACTIVITY

**2011 Annual Budget
Budget**

\$632,749

15% of the Overall

This portion of the annual Fashion District BID budget includes all Administration, Image & Communications, and Special Projects service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

ADMINISTRATION PROGRAMS

GOVERNANCE

Annual Election of Members to the BID Board of Directors

In August all LA Fashion District BID Property Owners received an invitation to become a candidate in the Board of Directors election. Six seats were available. Terms will commence on January 1, 2012.

In September 2011 six candidates were ratified by the Election Committee to run as candidates in the 2011 election. Ballots were sent in November to all property owners who qualify. The election results were announced at the Board of Directors meeting on December 15, 2011.

Congratulations to the New Board Members

Election results were publicly announced at the Board of Directors on December 15, 2011. The newly elected members are:

- Mark Cohen
- Steve Hirsh
- Darlene Kuba
- Jaime Lee
- Conrad Midolo
- Elena Safaei

Thanks to Retiring Board Members

At the Board Meeting on December 15, retiring Board Members were recognized for their dedication and willingness to volunteer their time and expertise to managing the LA Fashion District Business Improvement District.

- John Day
- Peter Kaplan
- Harvey Flax

BID Renewal

The current BID terms ends on December 31, 2013. According to BID renewal timeline published by the City Clerk's Special Assessment Department a new District Management Plan must be submitted by Summer 2012. The LA Fashion District must hire a consultant to develop a new District Management Plan. Proposals were received from Urban Place Consultants and Civitas. Staff recommended hiring Urban Place Consultants (UPC) that has a lower hourly rate, experience with 3 LA Fashion District BID renewals, and is currently renewing the Downtown Center and Central City Association BIDs. UPC understands the complexities of the City of Los Angeles BID renewal process and will provide the most cost effective plan for stakeholder meetings, database

and assessment development, and engineer's report procurement. Board Members discussed the two proposals. Discussion focused on cost and the Board agreed to hire Urban Place Consulting Group.

A BID newsletter distributed in December invited property owners to become part of the Stakeholder Committee. See Attachment 2.

ADVOCACY

Design for Development Update

The plan is 60% completed. The next draft plan will be presented at a stakeholder's meeting in early 2012. AECOM presented the Ideas Exchange outreach workshops from November 9-12 where visitors were invited to comment on preliminary plans. The final plan will be actionable by the city with the goal of providing an Environment Impact Report (EIR) for the entire district.

➤ Ideas Exhibition

This fall marks a key milestone for the FashionYourDistrict effort. We are now 12 months into the 18-month planning process and AECOM hosted a community exhibition to share their progress and invite the public's feedback. The exhibit presented analyses conducted over the last year, explored ideas to improve the District, and provided the public with a forum to guide the direction of the plan. The exhibit was open for four days during November at 1112 S San Julian Street. Stakeholders were also invited to visit the exhibit online and post comments at www.fashionyourdistrict.org

➤ Proposed Park Site Re-Visited by California State Parks

On Tuesday, November 29, 2011, BID staff met with a representative from California State Parks for a second site visit at City Market. This visit was part of an application for Prop 84 grant funding to create a park at San Julian and Olympic Blvd. The Park Representatives were also visiting possible sites in the Arts District and South Los Angeles. Grant awards will be announced in Spring 2012.

Skid Row Housing Trust Presentation

The new low income housing project at 6th Street and Maple Avenue begins construction in the near future. Molly Rysman, representative from Skid Row Housing Trust (SRO) presented information about the project to the BID Board of Directors and attending stakeholders on December 15. Rysman explained the residential development is not a mission that will attract lines of people. The project will be an \$18 million permanent affordable housing project for singles and families. Maple Avenue frontage will feature street level retail businesses. SRO is committed to being a good neighbor in the community. As a result, the Trust has assembled all capital financing needed to construct a new permanent supportive housing development. Construction on the Star Apartments will begin shortly. Located on the south east corner of Maple Avenue, across the street from LAPD Central Division, the mixed use development will include ground floor retail spaces and 102 permanent supportive housing apartments above.

Motion Presented by Councilmember Perry Seeks to Expand Cold Storage at Ontario Airport

On Tuesday, December 6, 2011, Kent Smith testified before the Trade, Commerce and Tourism Committee in favor of expanding cold storage facilities at Ontario Airport. Councilmember Perry introduced the motion that could ultimately reduce the amount of time required to transport flowers from Miami to Los Angeles.

Home for Good Program Supported by LA Times Columnist Steve Lopez

In an LA Times article on November 23, 2011, Steve Lopez suggests making a meaningful contribution to the homeless by contributing to the housing first program Home for Good. By contributing at www.HomeForGoodLA.com donators can help reach the goal to end chronic and veteran homeless by 2016.

Kent Smith, BID executive director, has been a member of the Task Force that developed the plan for Los Angeles.

Film LA and Saturday Street Closures

BID staff met with Film LA executives on December 13, 2011, to discuss problems with street closures in the LA Fashion District during filming.

The LA Fashion District Business Improvement District (BID) received a complaint from Deardens Department Store regarding street closures at 8th and Main Streets for filming that took place on Saturday, November 19, 2011. Deardens Department Store and other businesses located in the area of 8th and Main were inaccessible during important business hours on November 19, 2011. Store owners depend on revenue from Saturday shopper traffic to make ends meet.

Film LA staff agreed to increase oversight on any potential street closures and increase public outreach where street closures are being considered for filming. The BID and stakeholders appreciate Film LA's work and the mutually agreeable partnership that has benefitted both Film LA and the district.

Artwalk and Downtown Los Angeles

On October 4, 2011, we attended a meeting convened by Board of Public Works President Andrea Alarcon to discuss new City regulations for **Art Walk**. Art Walk would be designated a special event and could be required to pay thousands of dollars in monthly fees if the City Council chooses to go along with recommendations put forward by the Board of Public Works and the City's Art Walk Task Force. The new fees structure is designed to cover a portion of City costs in managing Art Walk crowds and traffic. The regulations make it possible to get change of use permits for parking lots in the Fashion District while change of use permits for parking lots north of 7th Street are prohibited. The report from Public Works recommends that costs be split between the Art Walk itself and any events requiring change of use permits, such as the lots that bring in vendors and food trucks as well as storefronts that feature live music.

Huntington Hotel Art Walk Event Music Performance Cancelled Due to City's Permit Process

The newly renovated Huntington Hotel invited all to their Art Walk exhibition titled —Lived Experience on Thursday, October 13, 2011. Organizers had to abandon a live music performance because they could not navigate the City's permit process.

Dearden's and Art Walk

The LA Fashion District assisted stakeholders with additional security and cleaning services for the October Art Walk when dozens of food trucks occupied the Dearden's parking lot.

Bike Lane Installations Continue

Additional bike lane installations are planned for Main Street during January 2012. We will continue to track this proposed project and support alternate routes. The BID asked Council District 9 to support the LA Fashion District BID's reservations and concerns about removing parking on Main Street for bike lanes. On Tuesday, November 8, BID staff met with Council District 9 and LADOT to discuss bike lane plans for Spring and Main Streets. We are happy to report that LADOT listened to our recommendation to maintain street parking spaces. Also bike lane construction was postponed until after the holiday shopping season. .

Lancer Site Update

At the Board Meeting on September 22, 2011, Members voted to support the proposed amendment to the 2003 agreement that will convert a land pledge of 2.6 acres located at 4051 S Alameda (Lancer Site) to a cash

pledge of \$3.6 million to facilitate the location of an apparel industry manufacturing and distribution facility on the site.

On Monday, October 24, 2011 at the Budget/Finance Committee BID staff testified in support of the Lancer Site Amendment. Over 100 people attended the meeting to testify in support or opposition. The City Council considered the item on Tuesday, November 15, 2011 and BID staff attended the meeting to testify in favor of the amendment that was passed by Council.

United Artist Building Has New Owner

The iconic building on Broadway between 9th Street and Olympic Blvd. was sold to Greenfield Partners LLC, a national hotel developer and real estate investment company based in Connecticut. We contacted owner Gene Gorab, President and CEO who is considering repurposing the building as an upscale boutique hotel.

CDA Annual Meeting in Riverside

The LA Fashion District BID staff attended the **California Downtown Association (CDA)** Conference from Wednesday, October 12 to Friday, October 14 at the Riverside Convention Center. The CDA, a nonprofit corporation that represents thousands of diversified businesses improvement districts throughout California, held its annual conference that focuses on delivering the strategies and creative approaches for creating a sustainable and economically strong city center. The event featured Long Beach Mayor Bob Foster who was the Keynote Speaker.

The seminars that the BID Staff attended provided new inspiration to strengthen the BID's marketing and social media plan, address ways to make streets more walkable and build comprehensive strategies to drive retail recruitment as an economic development function.

LA Fashion District BID Executive Director Kent Smith was appointed one of the 13-member CDA Board for 2012.

BID Requests Council Assistance to Repair Street Lights

The BID conducted a district-wide survey of street lights and found 73 broken lights. We submitted requests to Council Districts 9 and 14 for assistance and both Council Districts immediately began work to ensure repairs. We learned that some of the lights are under the jurisdiction of the City of Los Angeles, others under the Safer Cities Initiative program, and others still others under the Department of Water & Power.

We urged the Council Districts to ensure that all downtown street lights to work and receive regular maintenance. More stores and restaurants are staying open in evening hours in the BID. There are more residents in the area. Artwalk has expanded its boundaries south into the district. Street lighting is a critical component to public safety. The BID will report on progress.

Hundreds of CicLAvia Participants Commanded the Streets of the LA Fashion District

For the first time, 9th Street in the LA Fashion District was part of CicLAvia. On Sunday, October 9, 2011, Main and 9th Streets were filled with hundreds of cyclists, walkers, skate-boarders, folks pushing strollers and other non-driving types who commanded the streets from Boyle Heights to East Hollywood and parts of Fourth Street in the Arts District, First Street in the Civic Center and Spring Street. CicLAvia encourages Angelenos to not only make active use of their streets, but to rediscover the roadways and neighborhoods that too often go unnoticed in a car. Take part in the next CicLAvia event on Sunday, April 15, 2012.

Proposed 2011 Fourth Quarter Administration/Advocacy Activities

- Continue to advocate for the Fashion District BID.
- Participate in the CRA's Design for Development Plan for the Fashion District.
- Administer annual Board of Directors election process.
- Prepare for BID Renewal.

IMAGE AND COMMUNICATIONS

The LA Fashion District BID Image & Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

Social Media Driving Traffic to LA Fashion District

The BID's new social media effort is focusing on fashion trends, stores in the district where fashion trends can be found, designer profiles, sample sales, new store openings, restaurants and the Flower District. The activity numbers on Facebook, Twitter and the Blog are encouraging. Here is a sample of the stories posted to promote business in the district:

➤ LA Fashion Market – Good Turnout, Immediates Key

The California Apparel News (CAN) recapped the LA Fashion Market in a recent article titled —LA Market: Good Turnout, Immediates Key. CAN stated that the parking lots were crowded and the restaurants were busy during the Oct. 17–20 run of **Los Angeles Fashion Market**, but the results were mixed, with some sales representatives reporting steady traffic and strong orders and others reporting declines from past markets. While the California Market Center management reported a steady flow of traffic during the market, some showrooms noted just the opposite, that the market seemed slower than usual. Despite the mixed reviews, the CMC was still attended by buyers from high-profile specialty retailers **Lord & Taylor, LF Stores, Kitson, Nordstrom, Fred Segal, M. Fredric, Madison, The Blue Jeans Bar, Nasty Gal** and **Bebe**, as well as e-commerce emporiums **Zappos.com** and **Ideeli**, off-pricer **Burlington Coat Factory**, and hotel gift shops for **Hyatt Regency** and **MGM Grand**.

Over at the New Mart, the California Apparel News reported that business was bustling. A sales representative for KLA showroom stated that —things have been really good. October's always good. Raw materials have been going up, so buyers are cautious, but this market, they're ready to buy. Last market, it was between seasons and buyers didn't want to buy, she said. Buyers were also buying more Spring collections than last year, when they focused more on Immediates. The California Apparel News continued recounting that the traffic was good at the Cooper Design Space. Buyers saw a slight increase in sales according to vendors. Zach Weinstein of CP Shades said they had seen many existing accounts in addition to opening a few new accounts, including **Mercantile Makawao** in Maui, Hawaii. Showroom owners at the **Gerry Building** reported a fairly good market because buyers were slightly more confident than last year. They noted, however, that market attendance would have been better if more buyers could have found hotel rooms at the beginning of market.

➤ Holiday Flowers for Dia de Guadalupe

The Los Angeles Flower District is buzzing with activity as they are stocked with red and white flowers, such as roses, carnations and gerberas, for all the shoppers celebrating the Mexican holiday Dia de Guadalupe or The Basilica of Our Lady of Guadalupe in Mexico City on Monday, December 12. The LA Flower District has many vendors selling Dia de Guadalupe flowers at affordable prices such as the California Flower Mall and individual shops. As one of the most important observances in Mexico and Catholics around the world, this day celebrates the love commemorators give to the Virgin de Guadalupe and is known to many as the day of Love – a perfect tone for the Christmas and holiday festivities later this month!

➤ DIY Halloween Costume: Where to shop for Fabrics, Accessories & More in the LA Fashion District

We blogged a great story about making your own Halloween costume with fabrics and specialty items from featured stores in the LA Fashion District:

- Michael Levine – 920 Maple Avenue Los Angeles, CA 90015
- Beverly Hills Hosiery, Inc – 801 S. Los Angeles, CA 90014
- Shana Fabric – 906 Maple Avenue Los Angeles, CA 90014
- California Millinery Supply Co. – 721 S. Spring St. Los Angeles, CA 90014

BID to Develop Social Media Services for Santee Alley

Santee Maple Alley property owners approved a contract with LA Fashion District BID for the BID to develop and maintain Social Media platforms for Twitter and Facebook for the Santee Alley. The purpose of the Social Media platforms will be to attract shoppers and promote the Santee Alley brand. Information collected for social media accounts will also be used to provide regular updates to the current website.

Holiday Newsletter

The holiday edition of BIDLines was distributed to property owners. A copy is attached.

Website Activity

The new Fashion District website is hosted by a different company from the previous website. 2011 activity records are not comparable to those of 2010. Annual comparisons will be available starting in 2012. Social Media activity records will be tracked starting January 2011.

2011 Fourth Quarter Media Impression, Website Hit, Website Visitor, Social Media Activity

<u>Website Hits</u>	2011	2010
October	1,195,222	187,834
November	978,169	319,017
December	1,075,620	313,376
Totals	3,249,011	820,227
<u>Website Visitors</u>	2011	2010
October	42,674	7,370
November	36,102	12,761
December	39,903	13,539
Totals	118,679	33,670
<u>Media Impressions</u>	2011	2010
October	42,499,716	25,219,144
November	26,881,574	24,156,795
December	31,300,378	24,156,795
Totals	100,681,574	73,532,734
<u>Free Advertising Dollars</u>		
<u>Leveraged</u>	2011	2010
October	\$298,110	\$193,591
November	\$135,737	\$165,999
December	\$297,920	\$512,660
Totals	\$731,767	\$512,660
<u>Social Media</u>	<u>4th Quarter Totals</u>	
Facebook		
New Likes	1,232	
Twitter		
New Followers	363	
Blog		
Members & Page Views	7,250	

Public Information Coordinator Resigns

Annie Chang left her position as Public Information Coordinator for the BID at the end of December 2011.

Proposed 2012 Fourth Quarter Image & Communications Activities

- Continue to refine social media features
- Publish Winter 2012 Newsletter
- Hire a new Public Information Coordinator

ATTACHMENTS

1. *4th Quarter Financial Summary-to be forwarded upon approval.*
2. *BIDLines Newsletter, Holiday 2011 edition*